

LIFE

IN THIS ISSUE

PAUL HOFFMAN
APPRAISES ECA

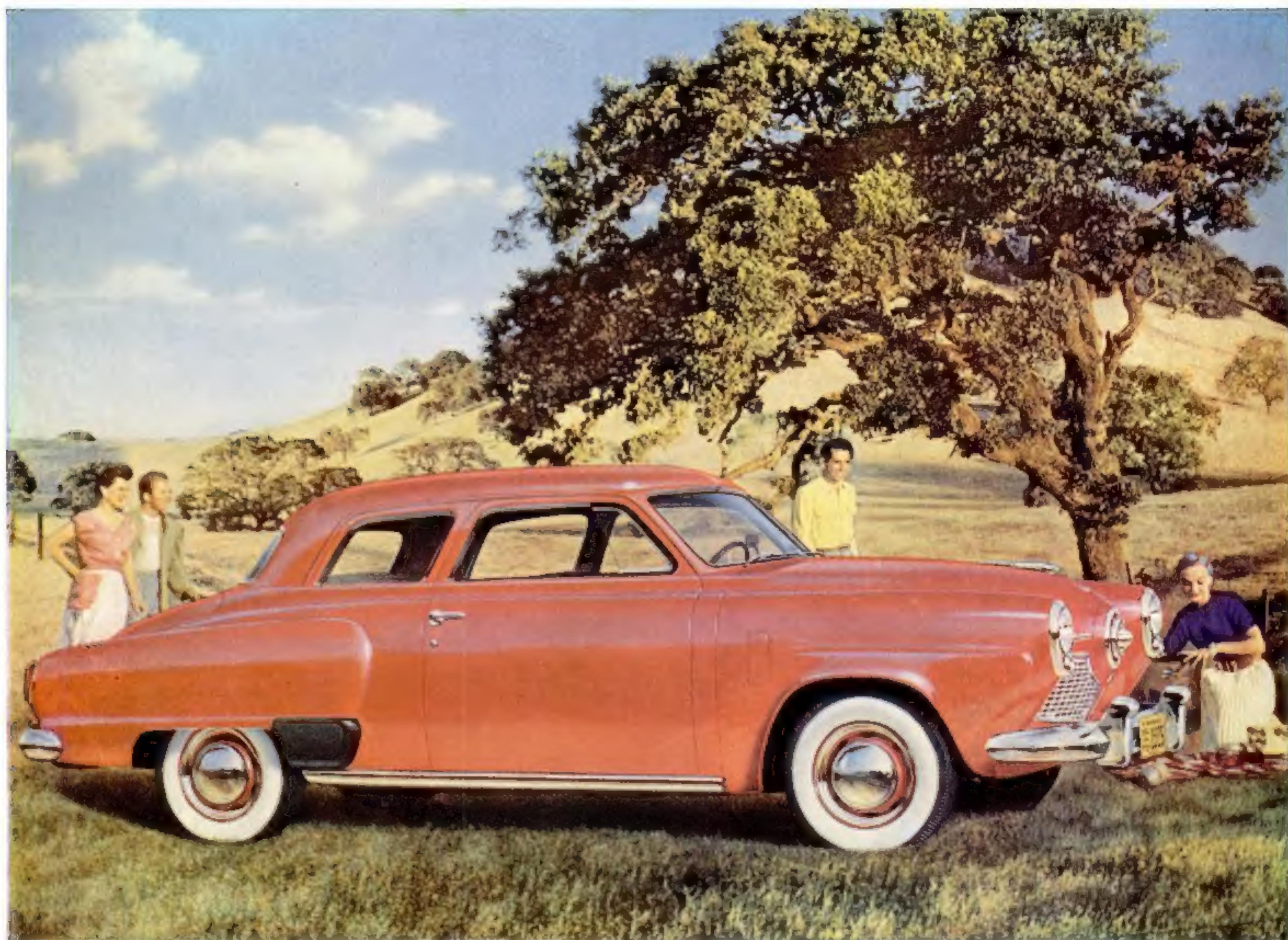
POLICE COMMISSIONER
TOM MURPHY

20 CENTS

FEBRUARY 5, 1951

CIRCULATION OVER

5,200,000



Paul Hesse photo

Wheel trim rings, and white sidewall tires if available, at extra cost.

Here's your thrifty one for '51
The New Studebaker Champion!

*Top value of the top 4
in the lowest price field!*

The Studebaker Champion is one of the 4
lowest price largest selling cars!

SEE THE EIGHT AMERICA RATES AS GREAT...THE 1951 STUDEBAKER COMMANDER V-8

©1951, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.

New product for fast pain relief doesn't disagree with you!

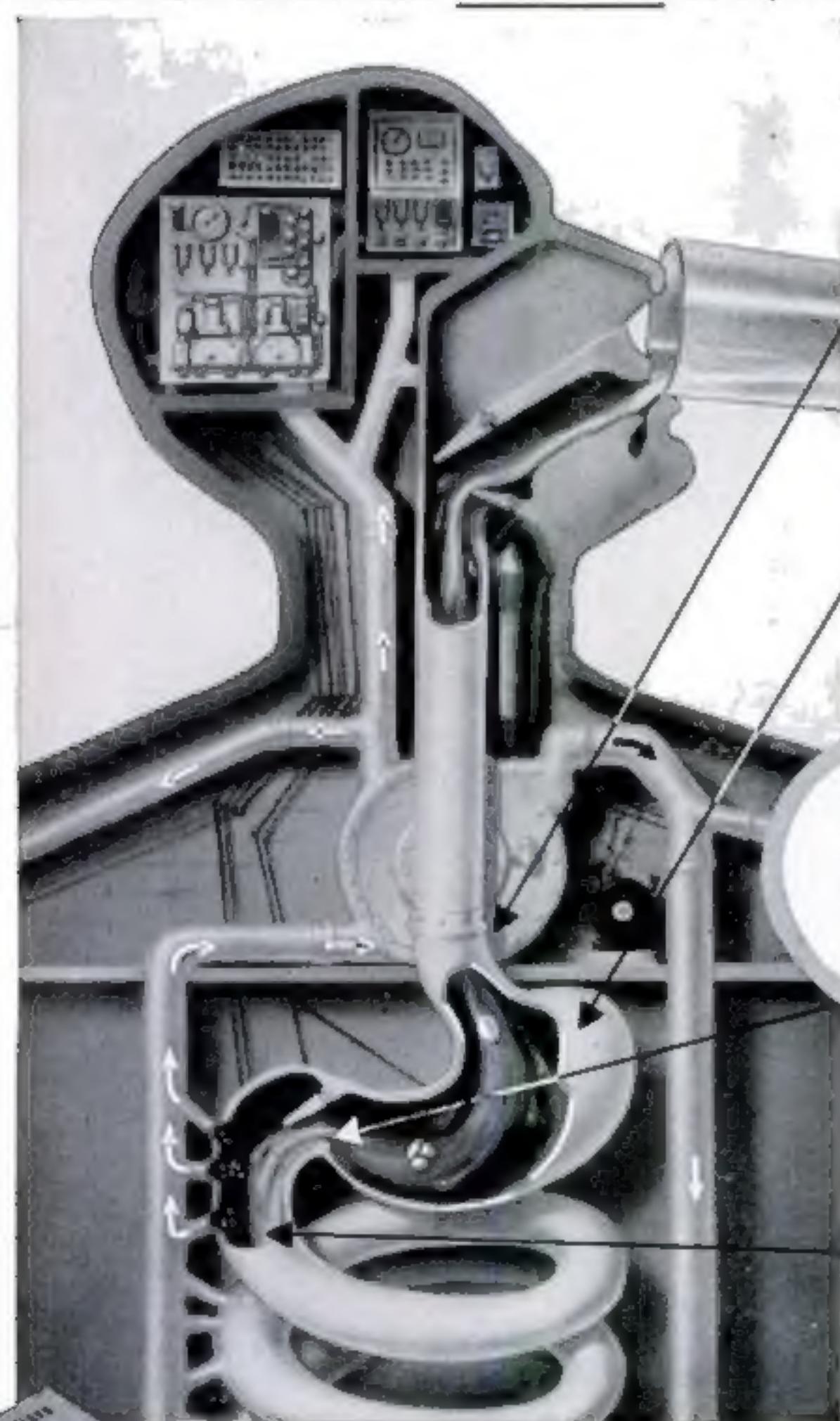


Bufferin

TRADE-NAME

Acts twice as fast as aspirin!

Here's how Bufferin acts twice as fast as aspirin



1 Bufferin or aspirin tablet enters stomach here.

2 Neither Bufferin nor any pain relief product can relieve pain while tablet is in stomach.

3 Dissolving rapidly, Bufferin with its exclusive formula opens trap door of stomach speedily.

4 Last stage where the dissolved Bufferin is absorbed into blood stream. Absorbed twice as fast as aspirin, it relieves pain twice as fast.



No tablet or powder can give you relief from pain until the pain-relieving ingredients enter the blood stream. No tablet or powder can enter the blood stream until the Pyloric valve (the trap door of the stomach) opens. Bufferin opens the trap door, gets into the blood stream *twice as fast* as aspirin, acts *twice as fast* to relieve pain.



Clinical studies prove that Bufferin starts relieving pain *twice as fast* as aspirin. 20 minutes after taking Bufferin, people had *twice the amount* of pain-relieving ingredient in the blood stream as those who took aspirin. And Bufferin won't upset your stomach, because Bufferin is antacid, actually protects your stomach from aspirin irritation.



Ask your physician or dentist about Bufferin. Get Bufferin from your druggist. Carry the 12-tablet, pocket-size package. Keep the economical 36- or 100-tablet package in your home medicine chest. Bufferin is also available in Canada.



Because Bufferin does not upset the stomach as aspirin often does, many doctors recommend Bufferin for prolonged, as well as occasional, dosage.

Bufferin is scored for easy breaking when half doses are indicated.

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

FIREBALL POWERED

What's New? PLENTY!





Face to face with this 1951 headliner — you know that it has a fresh and sparkling beauty such as you've never seen before.

There, sure enough, is a bumper — massive, strong. There are 25 sturdy, stamped-steel grille bars — mounted to "give" and come back unharmed. There, boldly standing guard, are two stout and stunning "bumper bombs" — and for good measure, two more husky uprights flank the license plate.

There, in short, is *beauty with a duty* — to give the finest front-end protection yet devised.

But that, friends, is only the beginning.

Proudly wearing this "push-bar" forefront, you find a stellar line-up of SPECIALS, SUPERS and ROADMASTERS which set new standards of all-round satisfaction.

New "white-glow" instrument markings give greater clarity at night. New glare-and-heat-reducing glass[†] tames the sunbeams in daytime driving.

New power gives the SPECIAL record thrift and performance. New double-depth Foamtex cushions give the ROADMASTER restful new luxury. New fabrics smarten all interiors — and new ports embellish the fenders of all Series.

Yes, there's plenty new to thrill you in these spanking new Buicks — but don't overlook the tried-and-true thrill of Fireball power — and Dynaflow Drive — and the unsurpassed smoothness of riding on coil springs on every wheel. There is still no other car in the world with these standout features.

Any way you size it up, the smart buy for '51 is Buick. Go see your Buick dealer now, and find out what gospel truth that is.

[†]Optional at extra cost—available on most models. Not previously available in California or Massachusetts.

No other car provides all this:

DYNAFLOW DRIVE*—saves strain on driver and car

FIREBALL POWER—high-compression, valve-in-head engine gets more good from every drop of fuel

PUSH-BAR FOREFRONT—combines smart style and unsurpassed protection

WHITE-GLOW INSTRUMENTS—greater clarity at night

TORQUE-TUBE DRIVE—steadies ride, improves driving control

*Standard on ROADMASTER, optional at extra cost on other Series.

4-WHEEL COIL SPRINGING—cushions ride, saves servicing costs

DUAL VENTILATION—outside air fed separately to right or left of front compartment

SELF-ENERGIZING BRAKES—hydraulic—multiplies pedal-pressure five times at brake drum

DREAMLINE STYLING—tapered, car-length fenders, gleaming sweepspears on most models

PLUS: Self-locking luggage lid, StepOn parking brake, two-way ignition lock, Safety-Ride rims, Hi-Poised engine mounting. Body by Fisher

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I'd like some candy..."

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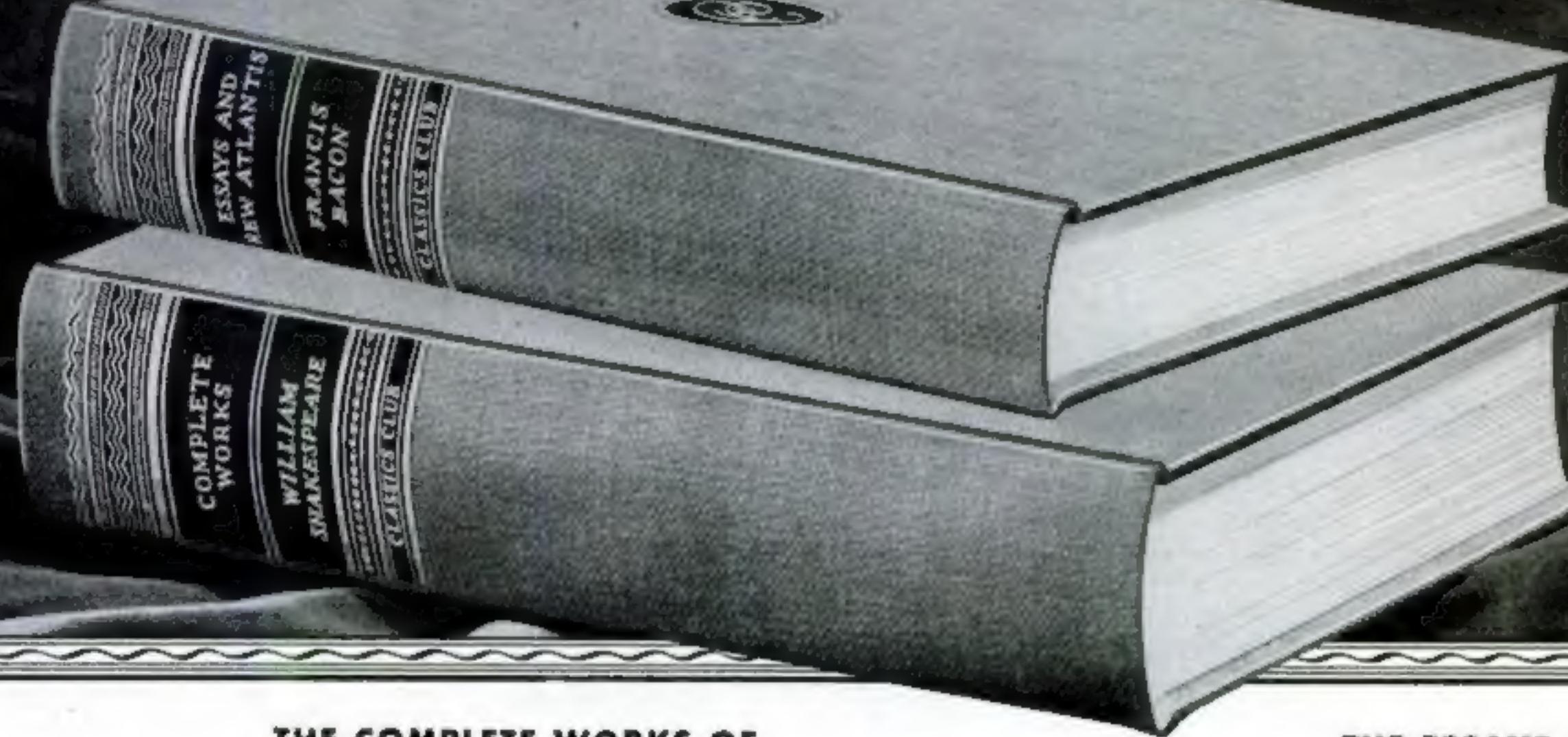


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Shakespeare is the one writer who understood human nature as no other ever has, before or since. So deep did he see into the hearts of all of us that he is more alive today than he was three hundred years ago!

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HERE is another Titan of the Elizabethan era—Sir Francis Bacon, whose surpassing intellect laid the groundwork of science and philosophy for generations. Anyone in search of personal guidance and a practical, day-by-day philosophy of life can do no better than to read these immortal essays . . . about love, politics, books, business, friendship, and the many other subjects which Bacon discusses so clearly, incisively, wisely. So much wit and wisdom is packed into these writings that quotations from them have become part of our literature.

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DP

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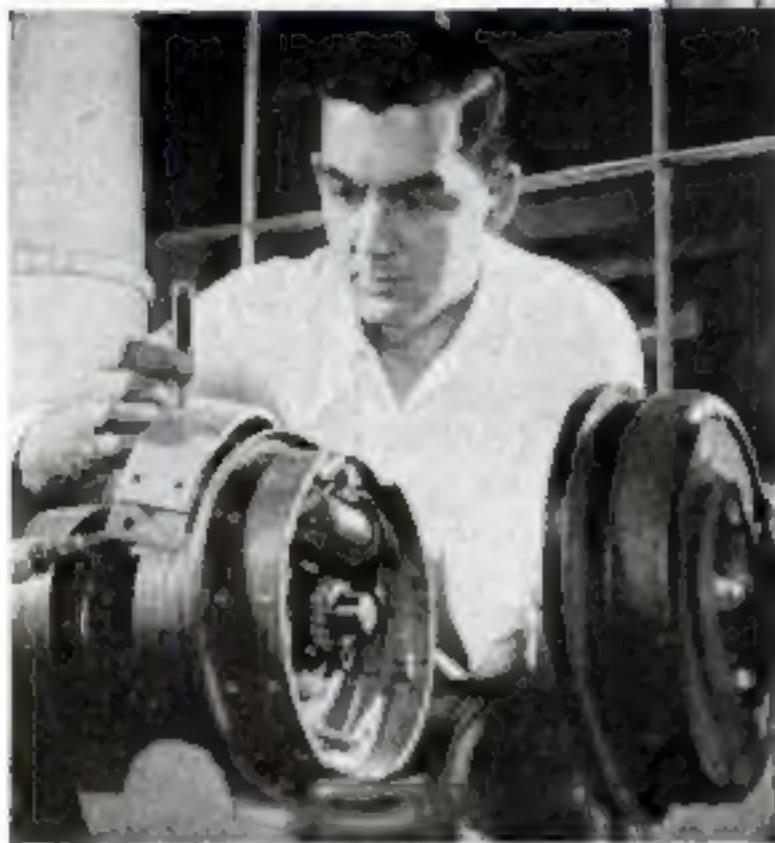
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This One



W2TR-405-GPYT

"YOU THINK
YOU HAD
TESTS!"



"YOU DIDN'T HAVE TO PASS 10,000 TESTS TO GRADUATE,"
THE MECHANIC TOLD ME. "GENUINE FORD BRAKE
LININGS DO! THEY'RE THE MOST COMPLETELY TESTED
LININGS MADE FOR FORDS."



"THOUGH YOU'LL NEVER HAVE TO MAKE 3,250
EMERGENCY STOPS FROM 45 MILES AN HOUR, FORD
LININGS ARE PUT TO JUST THAT TEST TO GIVE YOU A
GREATER MARGIN OF SAFETY."



"IN THE LAB, ON THE TEST TRACK, AND ON THE ROAD,
THEY'RE TESTED FOR WEAR, HEAT RESISTANCE AND
SMOOTH ACTION. THEY ARE EVEN 'SKID' TESTED
FOR UNIFORM PERFORMANCE."



"WHEN YOU ASK FOR GENUINE FORD BRAKE LININGS,
YOU CAN BE SURE THEY'RE MADE RIGHT TO FIT
RIGHT TO LAST LONGER. THEY'RE THE LOWEST COST
COMPLETELY TESTED LININGS FOR FORDS."



AVAILABLE WHEREVER
YOU SEE THIS SIGN AT ALL
FORD DEALERS AND SELECTED
INDEPENDENT GARAGES

"LIKE ALL
GENUINE FORD PARTS
THEY'RE BUILT TO
SAVE TIME, MONEY
AND TO GIVE YOU REAL
SATISFACTION!"



KEEP YOUR FORD ALL FORD!

LETTERS TO THE EDITORS

FITZGERALD

Sirs:

Thank you for one of the best-written, completely interesting articles LIFE has published—"F. Scott Fitzgerald's Tormented Paradise" (LIFE, Jan. 15).

WILLIAM DANIELL

Ponte Vedra Beach, Fla.

Sirs:

One evening in 1935 the night city editor of the Washington Post started me with this question: "Would you like to take F. Scott Fitzgerald to the movies?" That night I got a lasting impression of the tortured soul Arthur Mizener writes about.

Through all the gin and nonsense you couldn't resist the tragic appeal of this sweet and gifted guy who was at the end of his rope. He hadn't slept for 72 hours, and the torments of insomnia and loneliness had driven him to Grade C movies, bar flies, strange newspapermen and finally, near dawn that night, to begging me for Grade D bedtime stories. The curtain dropped on a scene of pathos: Fitzgerald chasing me down the apartment house hall in his pajamas, crying out for more Peter Rabbit.

OSSOON NICROTS

New York, N.Y.

Sirs:

Arthur Mizener's piece on F. Scott Fitzgerald is one of the most moving stories I've ever read—infinitely more touching than *The Disenchanted*. But what has happened to daughter Scottie? Where is she? What is she doing?

ALFRED STERN

Detroit, Mich.

- After graduating from Vassar in 1942, Scottie worked at Time Inc. and *The New Yorker*, is now married to a lawyer, has three children, lives in Maryland.—ED.

COMPLETE SCOUT

Sirs:

When the Complete Scout smiled so smugly from your pages ("The Complete Scout" LIFE, Jan. 15) I saw the passing of a quaint American institution, the amateur boy. Our new hero is a mustachioed careerist, swathed like a mummy in badge-studded bandoliers. His brave feats—an awesome miscellany of 111 ways to gain face—will properly rebuke those gay little beaver patrollers who go camping merely for the fun of it.

RAYMOND A. PARKER

Alhambra, Calif.

Sirs:

My heartiest congratulations to Raymond Cobb. I have been a Scout since I was 12 years old, and I can only envy him. Has he received the Gold Quill for journalism? I did not see it mentioned.

CHARLES R. STUART

Woburn, Mass.

- Cobb does not have the Gold Quill award but feels he could qualify for it because he has had many newspaper articles published.—ED.

Sirs:

... The Boy Scout merit badge program is not a rat race to earn as many badges as possible but an effort to stimulate the learning of skills which appeal to boys. Mr. Cobb, who now has "no

place to go," might find a goal by helping other young men acquire these skills.

FRED L. KATZMANN

New York, N.Y.

Sirs:

Raymond Cobb has been a most successful scoutmaster and recently took over the job of neighborhood commissioner. Our leaders feel they have drawn dividends through Raymond's leadership and citizenship.

A. P. PATTERSON
Scout Executive

West Palm Beach, Fla.

Sirs:

I feel that Cobb alone should not be given credit for being the one and only Scout to win all the merit badges. I received the original 111 merit badges, my last one having been awarded to me three years ago. I completed my Eagle rank with all palms and merit badges upon returning from three years' duty in the South Pacific in World War II. I am 25 years old, married and have a baby daughter.

I hold all the Explorer awards and the Hornaday Award for Wildlife which is awarded only through the National Council of Boy Scouts of America. Also the Scouter's Award and the Scoutmaster's Key. Also the Protestant God and Country Church Award.

KENNETH L. BRAYBROOKS
Paw Paw, Mich.



SCOUT BRAYBROOKS

Sirs:

I am a member of Scout Troop 19, and at the same court of honor where I received my bronze palm over Eagle, Robert McClure of this city received his 111th merit badge. This was in September 1950. In my estimation Bob is the first Complete Scout.

OWEN KIRKLEY

Texarkana, Ark.



SCOUT MCCLURE

- The National Council of Boy Scouts does not keep records of Scout awards and so overlooked Complete Scouts Braybrooks and McClure.—ED.

"I fell for the same man 12 times!"

says RHONDA FLEMING, co-starring in
"THE REDHEAD AND THE COWBOY"
A Paramount Picture



"THIS SCENE FOR 'THE REDHEAD AND THE COWBOY' WAS ROUGHER ON MY HANDS THAN HOUSEWORK. THE DIRECTOR HAD ME FALL 12 TIMES BEFORE HE SAID: 'TAKE!'"



LATER, I tugged at a horseshoe nail 'til my fingers were raw...



AND REINING the horse, in this chase scene, left my hands stinging red...



BUT I KEPT smoothing my hands with wonderful Jergens Lotion...



SO THEY were beautifully soft and smooth in romantic closeups."



BEING LIQUID, Jergens Lotion is quickly absorbed by thirsty skin.

CAN YOUR LOTION OR HAND CREAM PASS THIS "FILM TEST"?

To soften, a lotion or cream should be absorbed by the upper layers of the skin. Jergens Lotion contains quickly-absorbed ingredients doctors recommend—no heavy oils that merely coat the skin. Proof? Water won't "bead" on a hand smoothed with Jergens Lotion as on a hand coated with a lotion or cream that leaves a heavy, oily film.

YOU CAN PROVE it yourself with the simple test described above...



YOU'LL SEE why Jergens Lotion is my head-to-toe beauty secret...

Jergens Lotion

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still... 10¢ to \$1 plus tax

AND IS USED by Hollywood stars 7 to 1 over other hand cares!

The Fluffy

Fluffy

RICE



***Uncle Ben's
CONVERTED
LONG GRAIN RICE**

"Uncle Ben's" and "Converted" are trade-marks of Converted Rice, Inc.

Now available in Canada, too!

**Its sunny color—
like magic-cooks up
white and fluffy**

*Uncle Ben's Rice, before milling, is put through an exclusive patented process. This assures retention of natural B vitamins and flavor, and at the same time makes this rice the easiest to cook. It's always fluffy.

CONVERTED RICE, INC., Houston, Texas

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LETTERS TO THE EDITORS

CONTINUED

TAFT

Sirs:

Shades of Hades! Where did Senator Taft ("Taft Challenges the High Command," LIFE, Jan. 15) unearth that gaudy necktie he wears with his morning suit? An ascot or striped four-in-hand is universally accepted as proper neckwear with a morning suit, but Taft's tie appears to be one of those ridiculous, hand-painted monstrosities.

Perhaps the illustrious senator affects the same taste in neckties as he has in foreign policy speeches.

ROBERT RUDOLPH MARSHBANK JR.
Arnold, Md.



TAFT NECKWEAR

• Senator Taft thought his staff would like to see him sworn in to the new Congress wearing their Christmas present, a blue and red silk tie. So he wore it.—ED.

MODERN ART SHOW

Sirs:

Thank you so much for "The Metropolitan and Modern Art" story (LIFE, Jan. 15). Here in Utah, where color reproductions are none too rare and art galleries are practically nonexistent, your perfect art department helps to fill the cultural gap.

ZAN KNUDSON
Brigham Young University
Provo, Utah

Sirs:

I was delightfully surprised that the picture, "Nine Men," by Joseph Hirsch, which won the \$1,000 fourth prize in the painting competition, actually resembled what it was supposed to depict. I still have the silly, old-fashioned idea that a painting is more enjoyable if I don't have to read its

CONTINUED ON PAGE 11

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*Ask your grocer today for Comstock
ready-to-use Pumpkin Pie Mix.*

*Just plain wonderful-Swift's Premium Bacon with that
sweet smoke taste!*





How do I visualize the Cannon
go-girl? Fresh, vital, feminine
—her lovely legs always at
their best in Cannon Nylons!
(It's because Cannons have
a flattering way of hugging
a gal's ankle.)
for what's new?

GO-CHARMING new golden-tan,
subtly muted

"Cannon Nylons do something for my legs!"

says the Cannon Go-Girl

GO AHEAD—TRY THEM—see how they flatter your legs—
these beautiful, cloud-sheer Cannon Nylons.

For Cannon colorings are *made* to be alluring
—some delicate—some dashing—all specially created
to blend with "what's new" in costumes.

And how wonderfully Cannon Nylons fit!
They're full-fashioned, of course. Made of *high-twist* thread
that hugs your ankle, your calf,
your heel—won't tolerate wrinkles.

The lively, lovely girls who choose clothes wisely
insist on Cannon Nylons.
Ask for them at your favorite neighborhood shop.

"On the legs that are on the go"

CANNON MILLS INC., NEW YORK, MAKERS OF CANNON SHEETS, TOWELS, BLANKETS, BEDSPREADS



"RC makes you feel like NEW!"

says DIANA LYNN, starring in
"BEDTIME FOR BONZO,"
A Universal International Picture



"When I get tired—I get RC! It really makes me feel like new! And RC tastes best, too. I know because I compared the leading colas in paper cups marked X, Y, Z... and my choice turned out to be RC!"

That's right, Diana, Royal Crown Cola does taste best... wins 5 out of 6 group taste-tests from coast to coast. And RC makes you FEEL LIKE NEW, too! Get a carton today. Six BIG bottles—12 full GLASSES!

ROYAL CROWN COLA
Best by taste-test



LETTERS TO THE EDITORS

CONTINUED

title to know whether it is an atomic explosion or a portrait of a debutante.

MRS. C. L. HOWELLS
Huron, Ohio



HIRSCH'S "NINE MEN"

WAYS OF LOVE

Sirs:

Your coverage of "The 'Ways of Love' Controversy" (LIFE, Jan. 15) is the most uncompromising piece of magazine writing it has ever been my privilege to read.

It is a pity that there are narrow-minded bigots who are trying to ram their convictions down the throats of people who are old enough to decide what picture to see or not to see.

SUSAN LAKE BROWN
Bridgeport, Conn.

Sirs:

I object to the derogatory way in which you referred to Edward T. McCaffrey as "a minor bureaucrat who found a way to establish his personal prejudice as law." . . . Mr. McCaffrey had a moral obligation as a Catholic to object to this film being shown in local theaters.

NANCY M. JOHNSON
New York, N.Y.

Sirs:

I hope you won't mind an old friend telling you that this week's review of *The Miracle* was laughably unsophisticated and painfully naive. . . . This movie strikes at the very roots of Christian belief.

Mrs. PAUL E. HARRIS
Mamaroneck, N.Y.

Since LIFE's story on *The Miracle* went to press, Cardinal Spellman has denounced the film, and the Board of Regents of the New York State Department of Education, which had already licensed *The Miracle*, scheduled a hearing to decide if the license should be revoked.—ED.

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"Weren't You Romantic!"



"Listen to this: Your lips are sweet,
your voice divine, won't you be my
valentine?"

"Wow! Did I write that drivel?"

"You did—and it's beautiful drivel.
I loved it!"

"It sure served its purpose at the time
—but I'd express my love for you
differently now."

"No more hearts and flowers?"

"Honey, all I mean is there's a practical
side to my affection, too. For
instance, yesterday I expressed my
feelings toward you by filling out a
life insurance application!"

"A what?"

"An application for life insurance—
part of the Mutual Life INSURED
INCOME program I'm starting for us.
Now you and the twins will have a

regular monthly check to count on
even if I'm not around. And that's
not all: comes the day when I retire,
we'll have the money we'll need. You
see . . ."

"Darling . . ."

"... Insured Income provides both
family protection and retirement in-
come, so naturally . . ."

"... you're still my valentine."

* * *

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SEND FOR FREE BOOKLET—containing specific, detailed information
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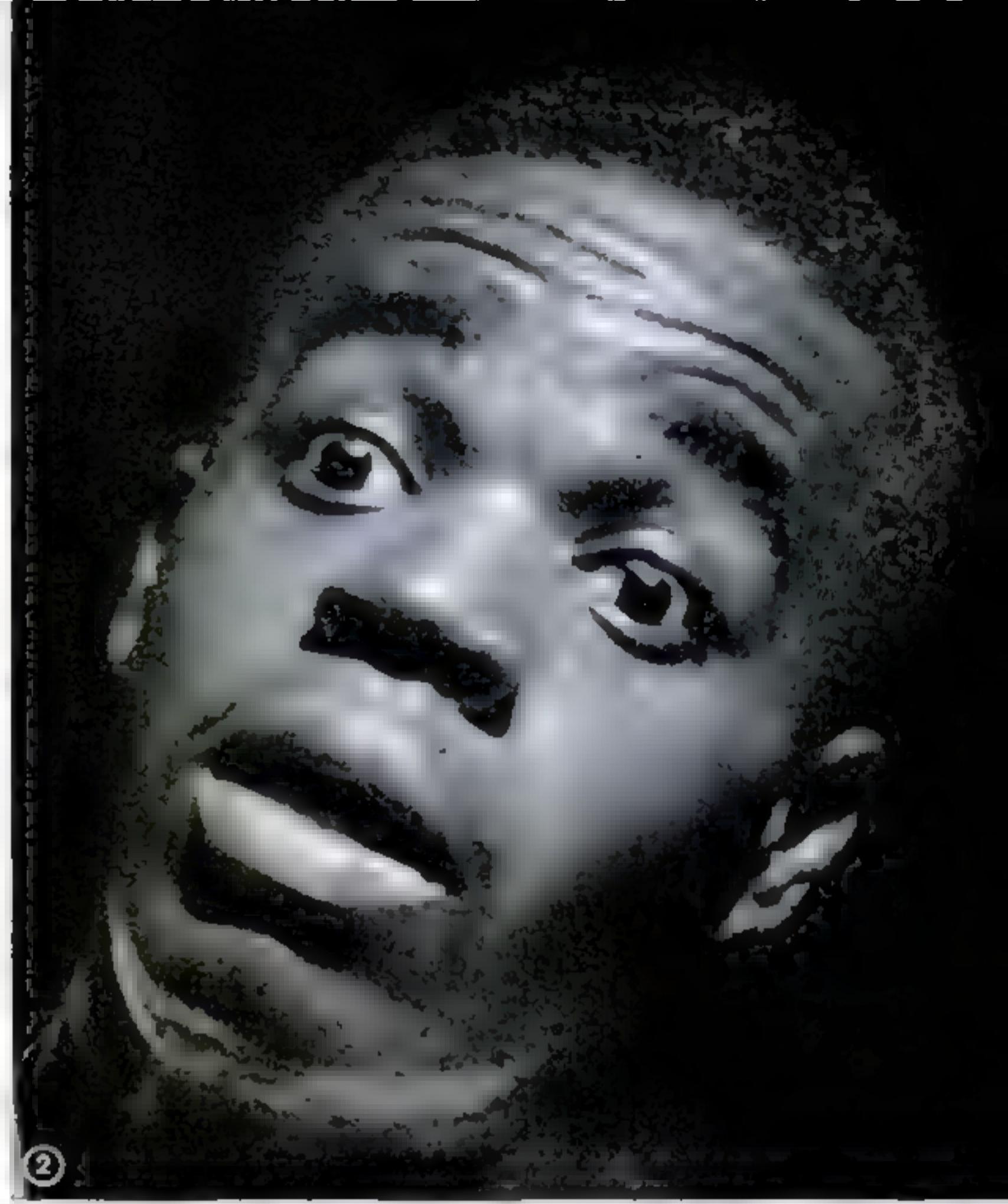
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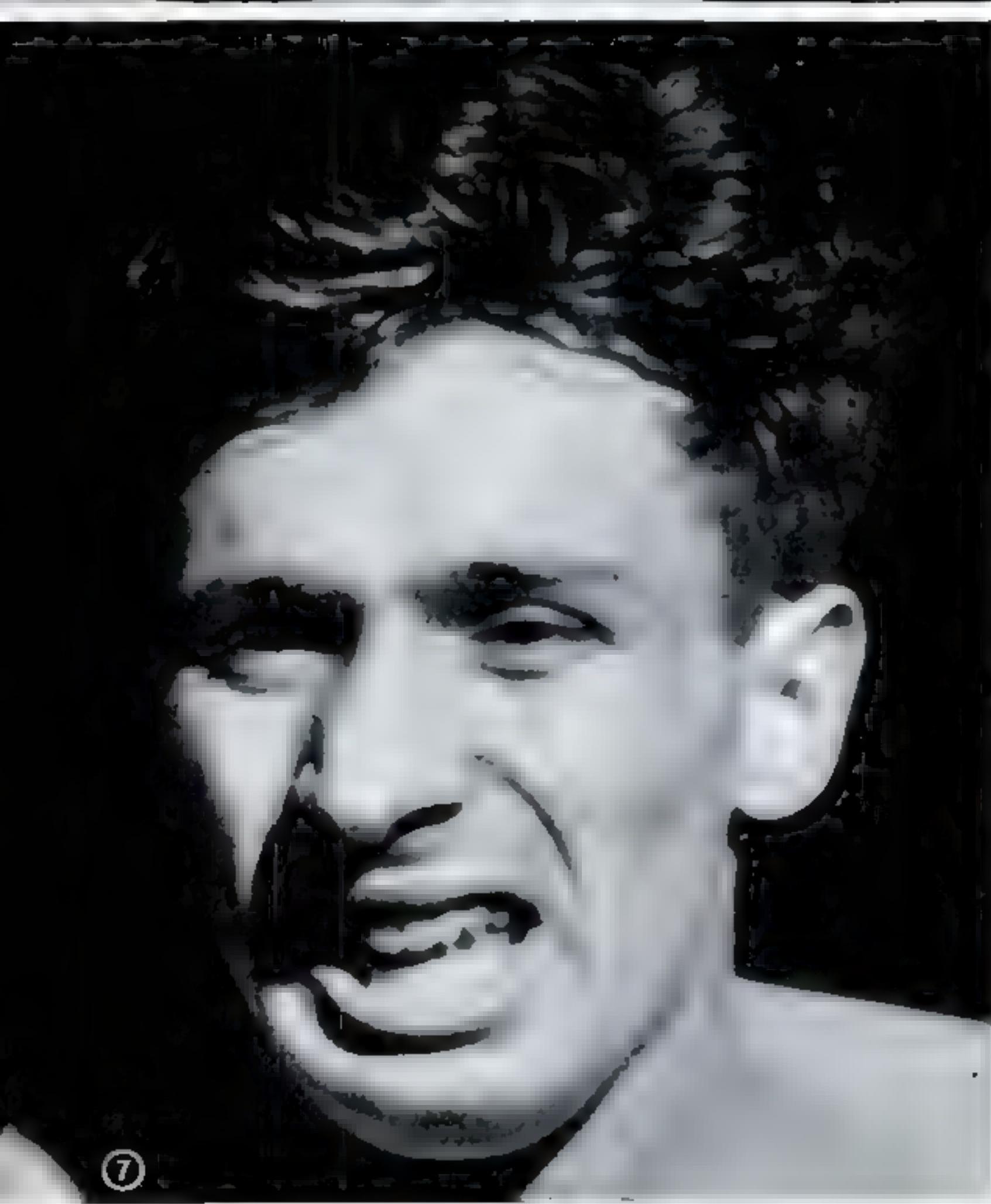
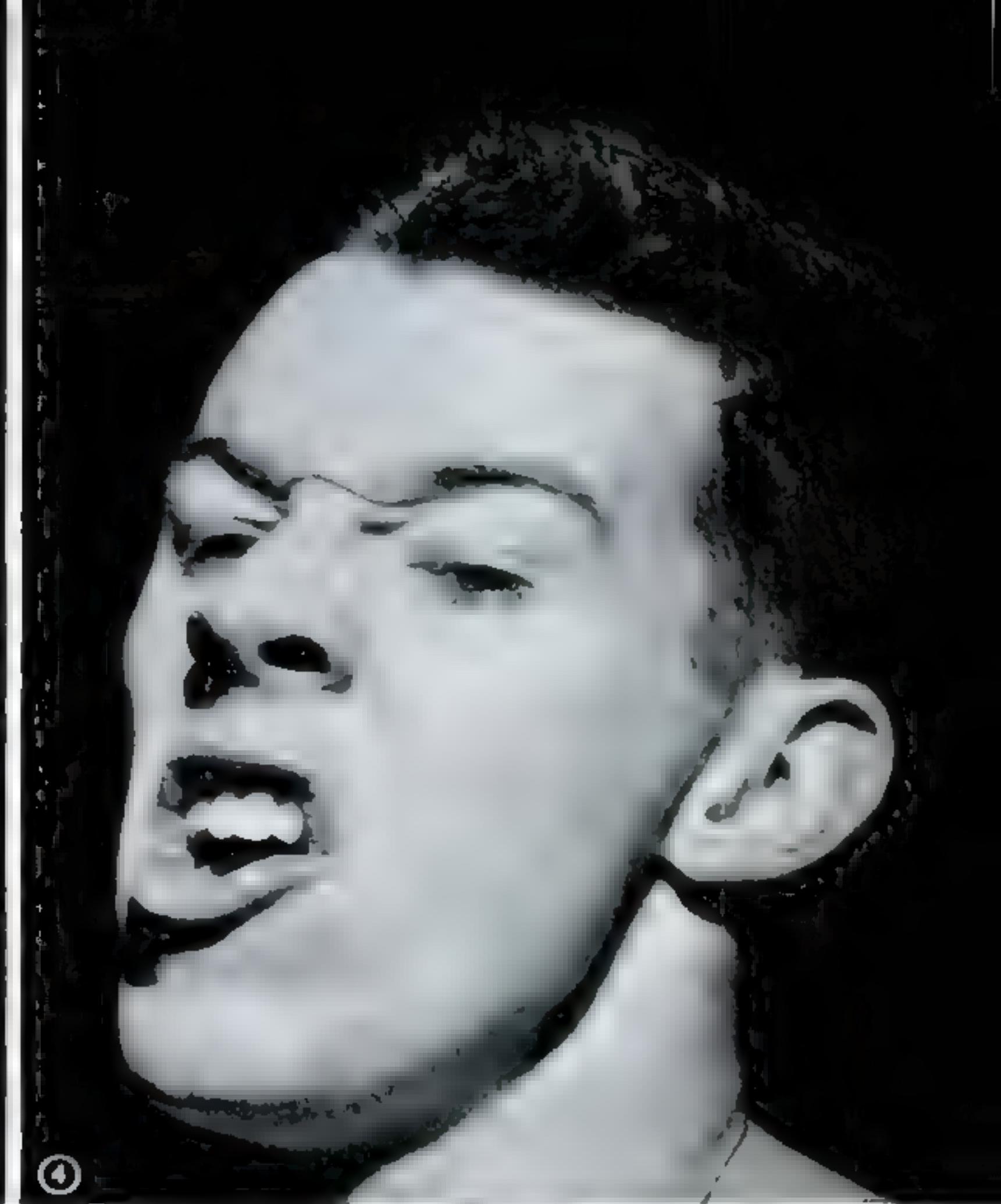
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SPEAKING OF PICTURES...



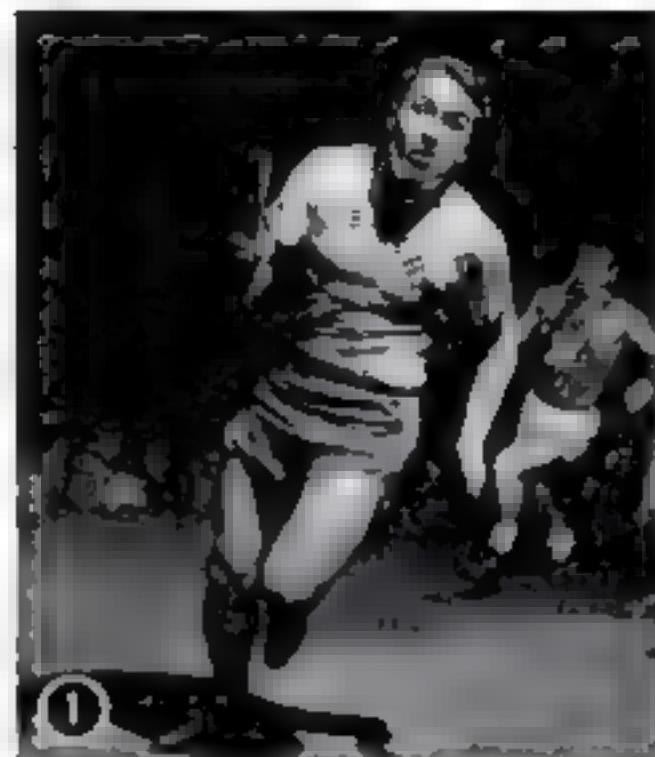
...WHAT'S HAPPENING TO THESE MEN?

TO FIND OUT TURN PAGE ➤

WHAT'S HAPPENING? CONTINUED

IT'S TRACK, NOT TORTURE

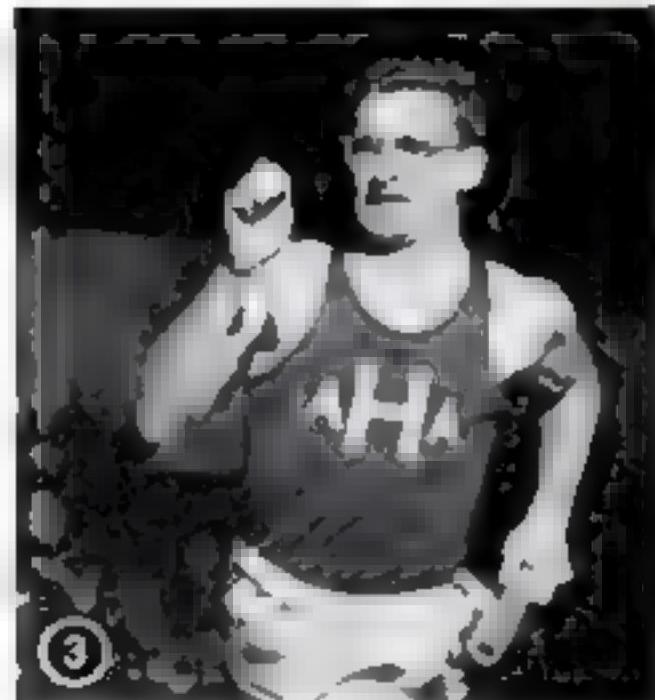
The tortured gallery on the preceding pages are simply track men having a wonderful time at their favorite sport. They were photographed by Hy Peskin at the *Inquirer* meet in Philadelphia and the Knights of Columbus meet in Boston and appear full length below. The grimaces of the runners, most of them college men, picture a single emotion: I'll win if it kills me. None of them died, but neither did any of them win.



Albright's Bruce Tenley finished second in his first leg of the mile relay.



Ben Johnson, Lincoln freshman, ran second in his lap of the mile relay race.



In two-mile relay Joe Rosen of Harvard was last in leg. Team was second.



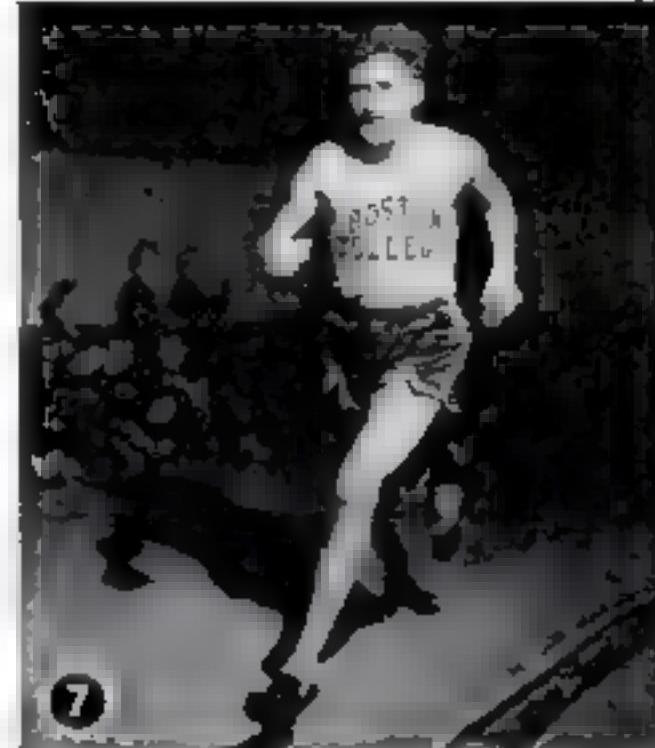
Boston College was last even though anchor man John Murphy did his best.



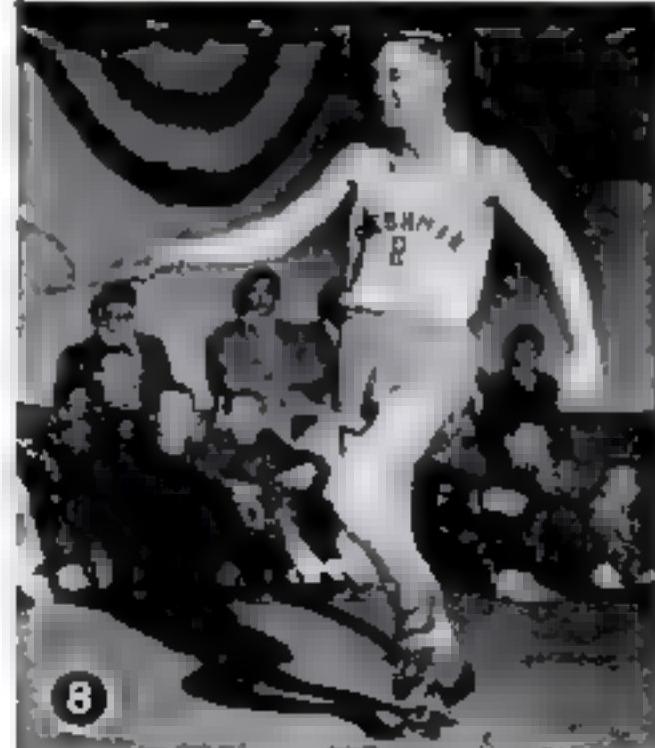
In 1,000-yard race Loyola star William Conrady Jr. (right) was fourth.



Hugo Maiocco of Pioneer Club (right) was bumped from track, placed last.



Tony Sapienza ran too fast at start of two-mile relay and barely finished.



Mile-relay starter Bob Heinsohn of Rensselaer finished last as did team.

RONALD REAGAN
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CARROLL NEWMAN

LIFE'S COVER

Thomas Francis Murphy, whose magnificent mustache adorns LIFE's cover, was born on Second Avenue in Manhattan's upper East Side. His father was a clerk of the city's Department of Water Supply, Gas and Electricity. His grandfather was a policeman. After graduating from Georgetown University in 1927, Murphy studied law at night at Fordham, was admitted to the New York bar in 1931. After nearly 12 years of private practice, he joined the U.S. attorney's staff, became head of its criminal division and left it shortly before becoming New York City's police commissioner (pp. 89-95).

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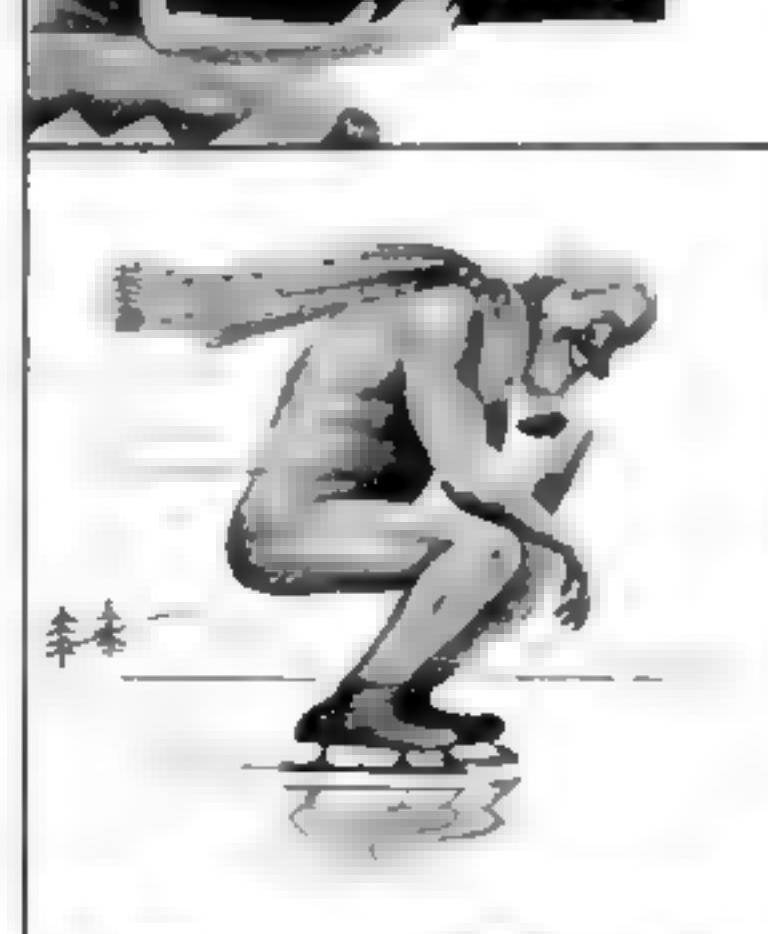
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Why Children Want the Right Hot Drink at Breakfast!

The Day's Most Important Meal, Winter and Summer!

Your Own Child May Need Better Breakfasts!

The U. S. Bureau of Human Nutrition advises: "Eat a good breakfast to start a good day." And it adds, "Something hot is cheering, and tones up the whole digestive route."

Nutrition experts more and more are coming to recognize that breakfast may well be the most important meal of the day. Children, they tell us, should get from a quarter to a third of their daily food requirements at breakfast.

What's more, it is known that children need two or three times as much of certain vital food elements, in proportion to their size and weight, as we adults do.

Scientific findings show there is a real need for better breakfasts among children the year 'round. This need exists even for many children whose parents least suspect it.

Hot Ovaltine furnishes nourishing food essentials to improve a child's breakfast. And as part of a better breakfast it helps put him in a cheerful mood to start the day right!



Mid-Morning Let-Down Has Serious Effect On School Work!

When children act dull, tired, listless in the middle of the morning, look first to their breakfasts! Surveys indicate a shockingly large number of children fail to eat enough breakfast. Authorities say children cannot readily make up for it at other meals without over-eating.

An inadequate breakfast can cause poor concentration, lack of alertness, and consequently lower grades. A really good breakfast gives your child the kind of start he needs if he is to do his best in the schoolroom and at play.



A Hot Drink of Their Own at Breakfast!

While you enjoy your morning coffee, let your children have a hot drink that's right for them—Hot Chocolate Flavored Ovaltine! It's nourishing, delicious—and so easy to fix! Just stir Ovaltine into hot milk and serve. See how children enjoy having their own hot drink at breakfast!

It Takes No Extra Time . . . Can Help to Brighten a Child's Whole Day!

Hot Ovaltine takes you no extra time! While your morning coffee is brewing, just heat a cup of milk, stir in three teaspoonsfuls of Ovaltine and it's ready! When children eat a good breakfast they get a better start for the day. And a cupful of Hot Ovaltine is a valuable addition to almost any breakfast.

It has a soothing, comforting effect, helps put a child in a happy frame of mind to meet the day. See for yourself if things don't seem to go better for your child after a good breakfast.

Quick Food Energy

Remember, too, that Ovaltine mixed with milk is a highly nourishing food drink. It furnishes quick food energy, in addition to generous supplies of important vitamins, minerals and high-quality proteins so necessary to the good health of every child.

A Hot Drink Like Ovaltine in the Morning Acts As a "Spark Plug" for the Day!

Our children want a hot drink at breakfast just as we adults do! And they can get genuine benefits from a hot drink that is *right* for them.

Chocolate Flavored Ovaltine mixed with milk as directed is the *right* kind of hot drink to give your child at breakfast. It is *right* three ways:

First, it supplies essential vitamins, proteins and minerals that children must have for good growth and robust health. It is a rich supplementary food that fills in the gaps and chinks which may occur in children's breakfasts, even in the best of homes.

Second, its soothing comforting warmth helps to put little folks at ease to enjoy and digest their breakfasts.

Third, Ovaltine itself is quickly and easily digested—starts giving out its bracing food-energy by the time children reach the schoolroom.

So, to insure a more adequate breakfast for your child, serve Hot Ovaltine every morning—as an addition to, not a substitute for—the other foods he eats at breakfast.

HOW OVALTINE SUPPLEMENTS MILK



Chart shows proportions of total food essentials furnished by the Ovaltine and by the plain milk in a serving of Ovaltine beverage. Notice how Ovaltine is richest in the essentials in which milk is low and which children need in liberal amounts.

OVALTINE
THE HOT FOOD DRINK FOR CHILDREN
THAT'S RIGHT FOR
BETTER BREAKFASTS!

Ovaltine costs so little compared to the good it can do, you'll want to serve Hot Ovaltine with your child's breakfast every morning! Use only three teaspoonsfuls of Ovaltine to a cup of hot milk.

TWO KINDS: CHOCOLATE FLAVORED AND PLAIN





AVALANCHE THAT SWEPT DOWN ON ANDERMATT LEAVES GAPPING HOLES WHERE HOUSES STOOD. RESCUE WORKERS APPEAR AS TINY BLACK FIGURES

AVALANCHE

THE "WHITE DEATH" STRIKES THE ALPS, ENGULFING WHOLE VILLAGES IN SNOW

To mountain people who make their homes in the central and eastern Alps, there had been something ominous about the strange winter. In December heavy snowstorms swept through the gorges. In January, which ordinarily is the coldest month of the year, the soft, southerly *fohn* began to blow gently through the mountains. Soon a heavy, wet snowfall started, laying a soggy blanket over the powder snow that from early season still had not found a firm hold on the ground. Day after day the snow piled up in the fog-hung crags and ravines. Then in many places the snow turned into rain. On

Jan. 20, straining under their slippery load, the overburdened slopes let go. With the speed and the thrust of a dozen express trains suddenly out of control, the snow came crashing down.

Through tiny hamlets which the outside world had never heard of and through world-famous ski resorts like Andermatt (above), the avalanches swept. In some areas one snowslide set off another until the valleys echoed and reechoed with the thunder of death. Elsewhere the snow came down silently on unprepared villagers, trapping entire families in their beds. Hurricane-like winds that formed ahead of the

cascading snow splintered the very trees planted generations ago to break up or divert avalanches, and behind the wind came the snow—thousands of tons of it, swallowing up the men and animals in its path.

The disaster would not be diverted; Swiss troops sent out to shoot down overhanging snow with mortar fire succeeded only in starting another avalanche. At week's end rescue teams, laboring under skies that held the threat of new tragedy, had dug out a score of villages. But the "white death" already had claimed 225 lives—the worst avalanche toll of modern times.



AVALANCHE AREA is shown on this map. Heavy snowslides were reported from areas of all the towns

indicated, with the exception of Zurich. The Alps of western Switzerland and France were relatively quiet.

SNOWSLIDES ARE MOST WIDESPREAD ON RECORD

Avalanches are as much a part of normal life in the Alps as edelweiss and yodeling, and hardly a year goes by that 20 or 30 people do not lose their lives under the sliding snow. But never before has there been such a widespread series of avalanches occurring simultaneously as that indicated on the map above. What saved the people from an even greater tragedy was the nature of the snowslide. The Swiss Avalanche Institute at Davos, the only research station of its kind in the world, defined it as a *grundlawine*

(ground avalanche), in which the whole snow mass slides down the slopes, fairly intact from the snow's surface to the ground, gathering up rocks, trees and debris on its way. Disastrous as a *grundlawine* is, a *staublawine* (powder avalanche) can be even more terrifying. Made up of light, feathery snow, the *staublawine* sends up great clouds as it moves down the mountain. Anyone caught in this kind of avalanche, if he survives the initial impact, is likely to die of suffocation as the fine snow particles clog his lungs.



POWER PLANT that produces electricity for Innsbruck is left a shambles by mass of rock-filled snow

which thrust through the wall. Later the dammed-up water of nearby brook flooded this generator room.



DIGGING FOR BODIES in glare of searchlights, Swiss soldiers clear away huge mounds of snow to



PATH OF AVALANCHE (left) sweeps down side of a mountain, deflected at one point by small clump



reach the wreckage of a crushed house (right). Of 10 people living in two families, three survived. One

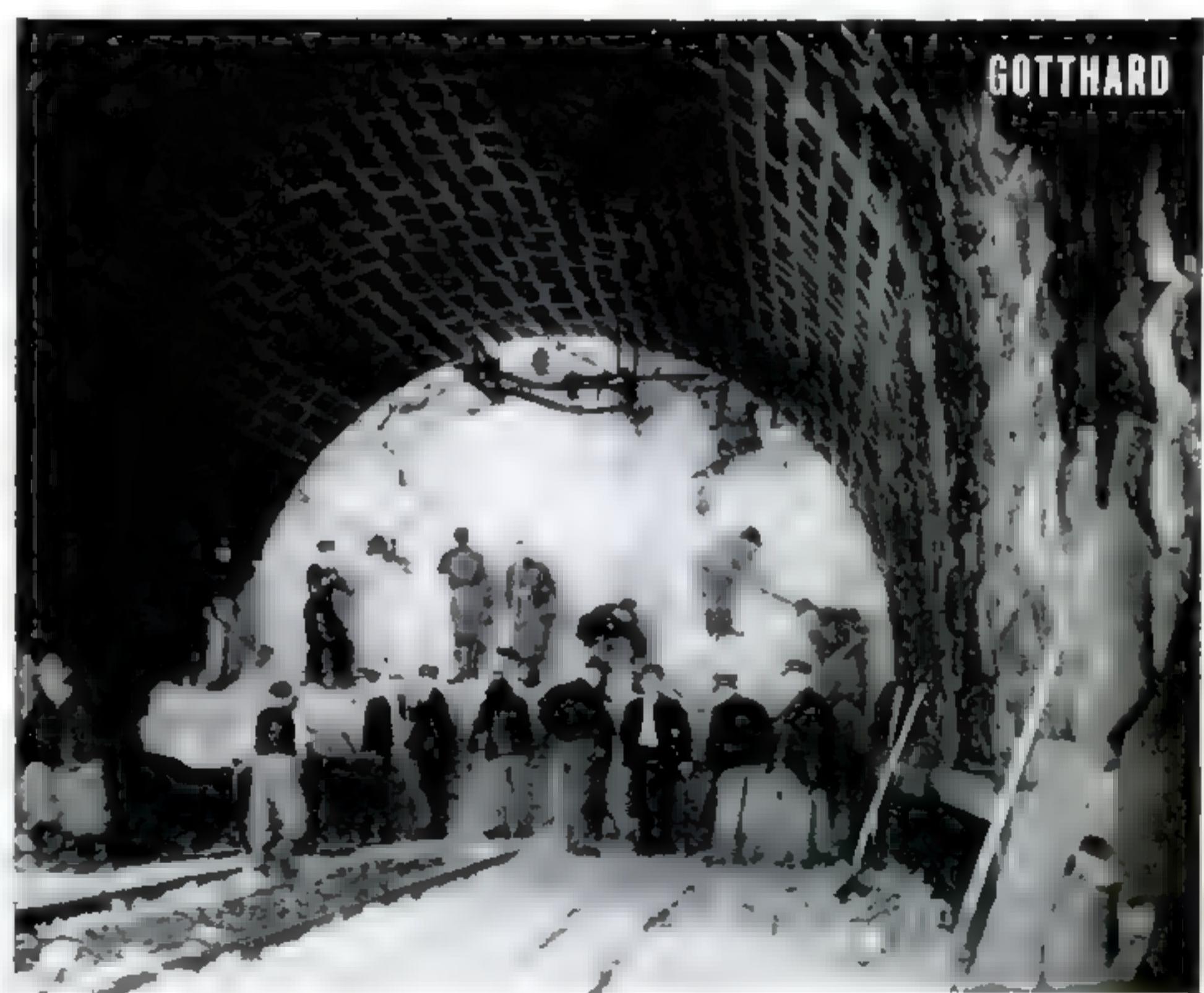
of them was a man who had left home in anger after unsuccessfully trying to convince wife snowslide was

outlawed. A second house (l.) which was situated by the snowslide was untouched at the time.

PFAFFENSPRUNG



of trees. It piled into the reservoir at Pfaffensprung, in the Gotthard region, filling it with snow and mud.



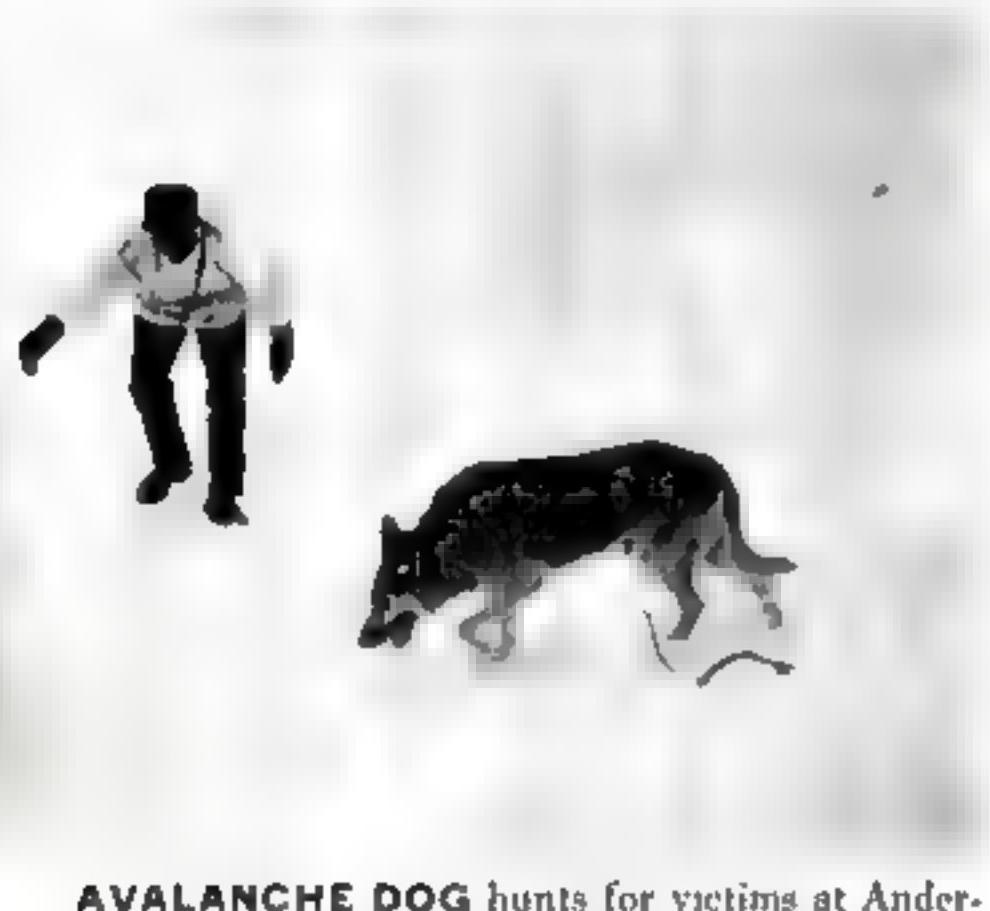
SNOW-BLOCKED TUNNEL of rail line near Gotthard delayed some trains for 40 hours. Digging was

delayed by danger of new avalanches. In another tunnel train with 60 passengers was trapped overnight.

Avalanche CONTINUED



DRIFTS, which were often as much as 50 feet deep, buried entire houses and killed seven people in the village of Untergurgl in Austrian Tyrol. Here a digging party shovels away snow searching for victims.



AVALANCHE DOG hunts for victims at Andermatt. A German shepherd, specially trained for avalanche work, sniffed over the top of the snow and located four buried people. Diggers got one out alive.



OLD LADY gathers yarn from the wreckage of a relative's general store in Vals. There was no looting after the disaster; everything was placed in piles to be claimed by owners or relatives.



WRECKAGE is all that is left of the shattered home of Johann Lutz (p. 24) in Andermatt. The building at the top is a local hotel. Beside it the hotel barns and a herd of 20 cows were buried.



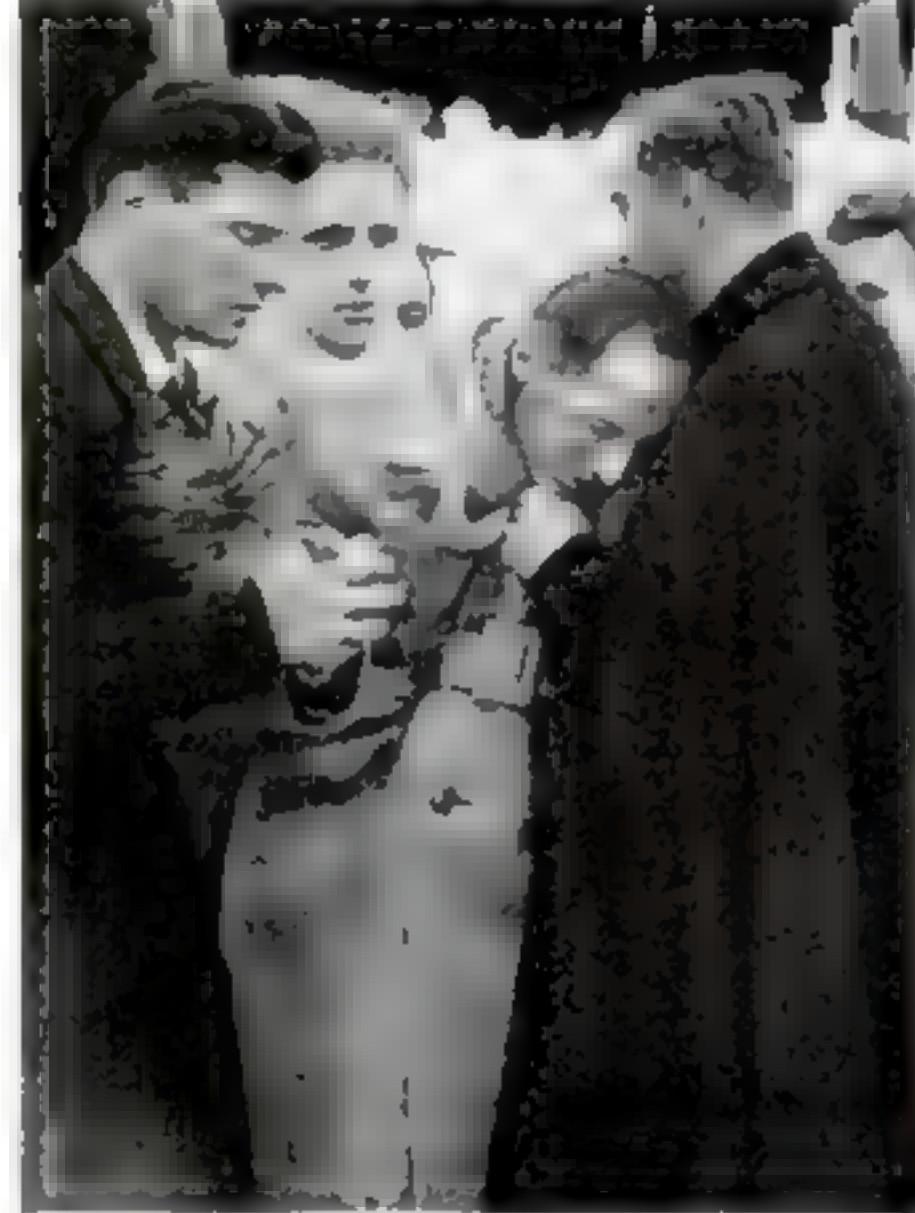
PROBING in close formation, Andermatt search teams look for victims. They push long metal poles into every inch of the snow, mark with flags places where the digging crew should go to work.



SHEARED HOUSE in Vals bears witness to the crushing weight of the snow. Here five homes and a general store were smashed beyond repair. Of the 32 people who were trapped, only 13 came out alive.



CHILD VICTIM at Andermatt, 5-year-old Adrian Rieter, who was buried for 6½ hours, stands with nurse. Father and brother were killed. Cuts on face were made by wreckage carried along in avalanche.



BEREAVED Johann Lutz is supported by two of his friends at Andermatt burial. Injured himself in avalanche, he collapses with shock and grief after shaking holy water on coffins of wife and only son.



IN THE VILLAGE CHURCH YOUNG GIRLS OF VALS PRAY OVER COFFIN OF ONE OF THEIR SCHOOLMATES

THE SNOWS BROUGHT MASS GRIEF AND BURIALS

When the avalanche dead were dug out of the wreckage-strewn snow in the villages of Vals and Andermatt, they were put in pine coffins and given mass burials. The common graves were grimly appropriate for in many cases there was more than one death in a family. In Vals, where 14 of the 19 dead were children, Anton Casanova lost his wife and three daughters. The two baby sons of Schoolteacher Philipp Peng, who perished himself, were found nearly three days after the avalanche, their lifeless bodies looking like wax dolls as they nestled together on their bed. In Andermatt, where 13 were killed in the series of six avalanches which ripped into the town on Jan. 20, Johann Lutz (at burial, left) went up on his roof to shovel off snow left there

by the first avalanche when, suddenly, the white tide hissed in again. His wife and 2-year-old son were killed in the house below him.

Because Andermatt also has a small military garrison, the burial service there was more ceremonious than the one at Vals. The president of the canton came up from Altdorf to address the crowd of 600 mourners. A squad of Swiss soldiers fired three volleys over the open grave. The villagers turned out solemnly in their Sunday clothes to sprinkle holy water on the coffins of their neighbors and relatives. Then, because the bare earth looked so bleak and forbidding, the workmen paused for a moment before lowering the coffins into the ground and sprinkled the bottom of the grave with handfuls of snow.



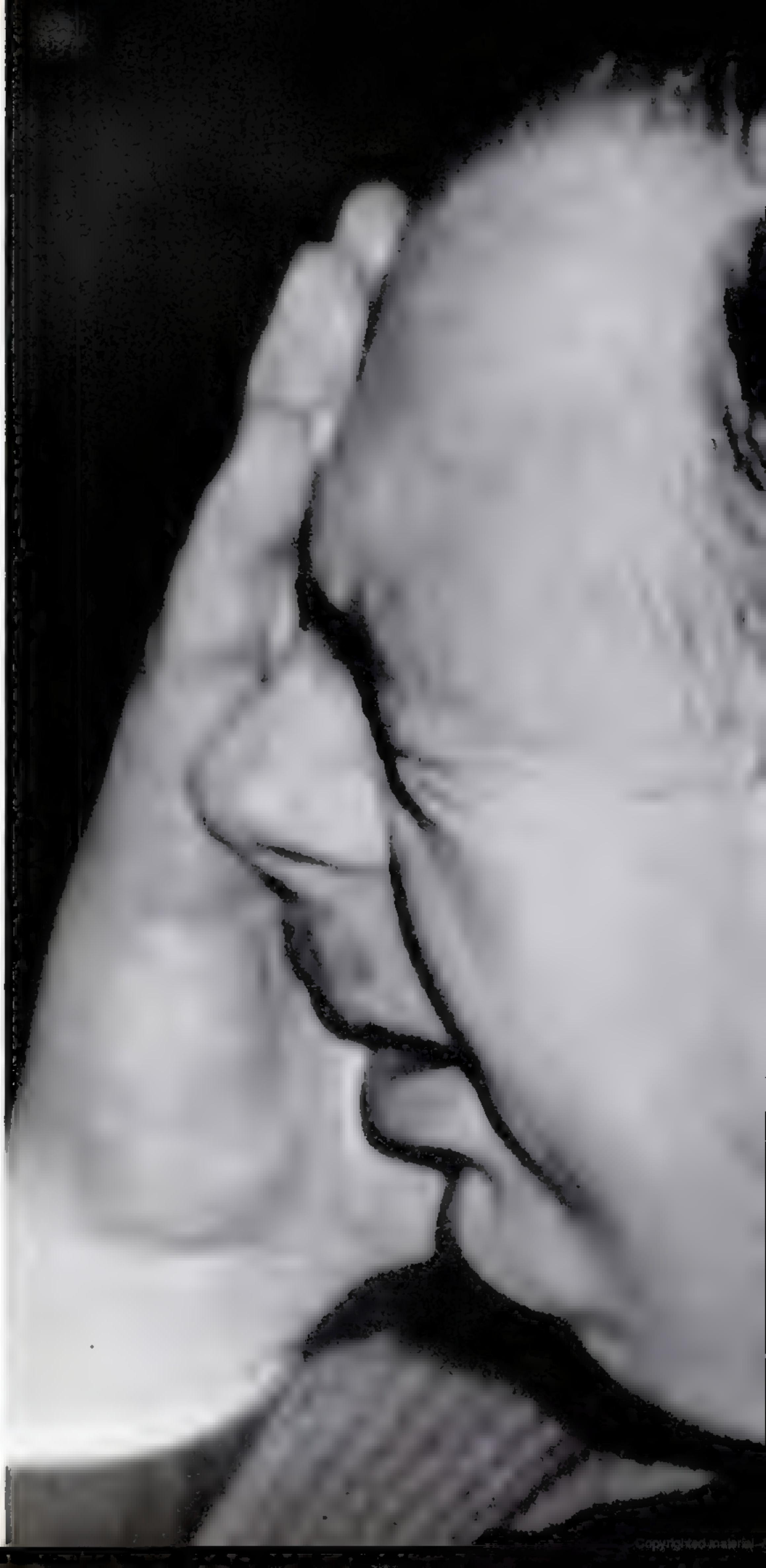
MOURNERS with grim faces in Andermatt stand around the mass grave of 8 avalanche victims. Many of the unformed men in the top row are Swiss—others

who are part of the local garrison. Sard village priest after the ceremony. "For a moment it seemed as though the end of the world had come for Andermatt."

**PICTURE
OF THE WEEK**

**A HEADACHE BIGGER
THAN LIFE SIZE**

In Washington last Friday, Price Director Mike DiSalle, here shown one and a quarter times life size, wearily ground his hand into his face as he clamped a lid on prices and looked to bigger-than-life-size headaches. DiSalle's teammate, Wage Director Cyrus Ching, then announced that wages, with some exceptions, were frozen too. Thus the U.S. got the news it had long expected. While the Administration had been tinkering with a few prices, the cost of living had climbed faster than ever before until the retail food price index reached a record 218.9. This freeze itself, DiSalle explained, was just a stopgap. Meanwhile he had his hands full. His office will have to regulate some eight million separate items. His staff, which in December consisted only of himself, may have to reach the 60,000 employed by the late OPA, and before he is fully staffed he is sure to be engulfed by complaints. DiSalle now has close to 1,000 workers, and this week he is opening 55 branch offices in every state and territory. Right now there were ground rules to set up. Price controls, for instance, applied to canned foods but not to farm goods below parity, to beef but not to poultry. Wage controls would not apply to certain types of industries and raises. No one had figured out how they would apply to union escalator clauses or to the big raise John Lewis had negotiated for his miners just 14 hours after the big freeze deadline.



GOOD MEN AT WORK

EDITORIALS

This is a good time to take a look at some of the strong points in America's position at home and abroad.

There are many strong points. Many of them have developed in recent weeks. In a period when everything often seemed to be going wrong, and some things were, a great deal has been going very well indeed.

The best news is the news of General Eisenhower. This week he is reporting to the country on his mission to Western Europe. In advance of his report he has once again shown himself to be a foremost symbol of all that is right and good and strong in American policy and purpose. In three weeks he of course has not made over Western Europe. But his persuasive and on occasion compelling presence has without doubt aroused an awareness of necessity and a sense of urgency which have been sadly lacking. Much remains to be done to gird up Western Europe's strength and its purpose to defend itself. But in the short span of General Eisenhower's tour much has been done. The gains on this front have been overshadowed by the reluctance of many of our allies to come to grips with Chinese Communist aggression at the U.N. But even here there has been more gain than loss. France stands firmly with the U.S. on this question. For all its hesitation and equivocation, the British government is nearer to facing the facts of aggression than it has been since the Chinese Communists started shooting in Korea.

There is much moaning about a rift in the anti-Communist ranks at U.N., and about the weakness which this rift is supposed to reveal. Well, there is a rift and it is serious. But it is not all that serious. At last the issue is joined. At last the U.S. government has taken a strong and—we hope—an unequivocal stand on this matter of Chinese Communist aggression. If this stand is too strong and too forthright for some of our companions in the U.N., and if the U.N. is therefore unable to meet Communist aggression as it must be met, the sooner we know this the better off all concerned will be. It is a good thing—a factor of strength, not of weakness—that American purpose and Amer-

ican principles have been so vigorously affirmed.

Strong men, good men, are at work on the home front in Washington. Charles E. Wilson and his deputy, General Lucius D. Clay, have already earned the country's gratitude for the vigor and success with which they have stepped up economic mobilization. Chairman John D. Small of the Munitions Board has ably abetted their efforts. Thanks to them and to others, the military orders are going out. Sensible and, at least on paper, adequate programs of further action are being put into effect at a pace far beyond anything previously seen. There is a healthy willingness to recognize and correct mistakes. Witness the appointment of a new Economic Stabilizer, Eric Johnston. Appraisal of Mr. Johnston must be deferred until he has proven himself in his big job. But all credit is due now to him and to Mr. Wilson, who enlisted him, for their intention to get things moving and to keep them moving toward the fullest feasible mobilization of this country's resources.

Credit on the same count is due the President. Mr. Truman lacks many of the qualities that a President of the U.S. ought to have in these times. But he possesses one quality that must stand him and the country in good stead now. It is a quality best described in a little story we read about him—and about a great President, Abraham Lincoln—the other day. It seems that Mr. Truman keeps at hand, and often consults, a framed quotation of a remark which Lincoln made at a time when he was sore beset.

"If I were to try to read, much less answer, all the attacks made on me, this shop might as well be closed for any other business," Lincoln said. "I do the very best I know how—the very best I can; and I mean to keep on doing so until the end. If the end brings me out all right, what is said against me won't amount to anything. If the end brings me out wrong, 10 angels swearing I was right would make no difference."

We would like to think that in the end Mr. Truman will be found adequate. As things are, it is nice to be reminded again that he does try to be on the side of the angels.

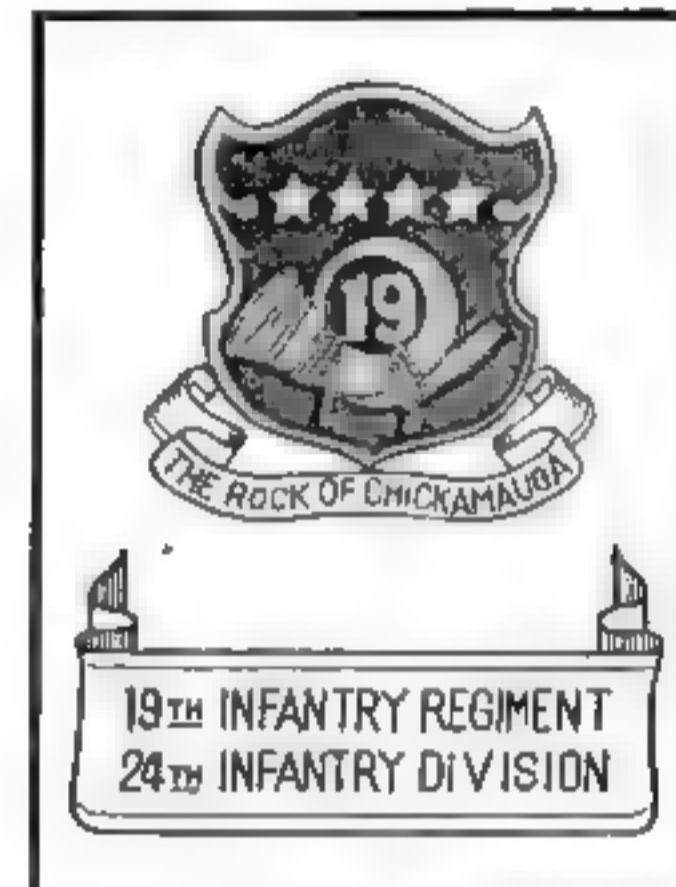
"THE ISSUE NOW JOINED"

Lieut. General Matthew Ridgway, the new commander of the Eighth Army, took pause after he got to Korea and asked himself—"What are we fighting for?" His answer, written out for the benefit of the Eighth Army, ought to be read at home. Here is the gist of what General Ridgway wrote:

"To me the issues are clear. It is not a question of this or that Korean town. Real estate is, here, incidental. . . . The real issues are whether the power of western civilization as God has permitted it to flower in our own beloved lands shall defy and defeat Communism; whether the rule of men who shoot their prisoners, enslave their citizens and deride the dignity of man shall displace the rule of those to whom the individual and his rights are

sacred. . . . This has become and it continues to be a fight for our own freedom, for our own survival in an honorable, independent national existence. The sacrifices we have made and those we shall yet support are not offered vicariously for others but in our own direct defense. In the final analysis the issue now joined right here in Korea is whether Communism or individual freedom shall prevail. . . ."

That is a good answer. It holds good whether the governments and high commands decide to continue the fight in Korea, or to take it up elsewhere on a larger scale. General Ridgway and the men of many nations in his command have the right to expect that no one at home makes a mockery of it.



A CARD FROM KOREA

The card was from Korea, and it was late in arriving. On the outside was the regimental shield and identification pictured above. A simple legend inside conveyed "best wishes for a Merry Christmas and a Happy New Year—From the Officers and Men of the Nineteenth Infantry." In reply we cannot very well wish the officers and men of the 19th Regiment a happy 1951, for we know they are not going to have a happy year. Not a happy start of the year, anyhow. They are going to have more fighting, and killing and dying for their country. And they are going to have it without much thanks from their country or notice in the press. Theirs is the kind of Regular Army outfit which gets the mean jobs, and little else besides. Just a so-so outfit with a homespun sort of fellow (Colonel Ned Moore of Guthrie Center, Iowa) for a commander. The 19th has been getting mean jobs since the first week of the war, and not many of the men and officers who first went into battle are left now. No, there isn't much to say about or to the 19th Regiment. Except this, from the heart—God bless you and keep you. Others may win the laurels. You win the wars.



CLOCK OWNERS turned up by *Sentinel* search cling to clocks for sentimental reasons. Robert Watson (right row, rear) used it to teach children numbers.

Husband of Annie Allen (right row, second from front) was killed just before he died. Four still work. Mrs. Fruet (right row, front) will have hers to do after



COLUMNIST MARY WILEY CHECKS ORIGINAL AD ON HER MICROFILM SCREEN

THE BIG CLOCK HUNT

The "Sentinel" pays off on a premium after 40 years

Back in 1911 the *Twin-City Daily Sentinel* in Winston-Salem, N.C. offered its readers a fancy premium. Any one of them, it said, could win some silver, a meat chopper or a "large massive wall clock" by clipping 30 coupons from 30 consecutive papers and sending them in with "a small cash payment," amount unspecified. A few hundred premiums were given out and the paper forgot about the whole thing. Then last Jan. 16 the paper, now the *Twin City Sentinel*, got a thick envelope in the mail. In it, yellow and crumbling, were 30 coupons, one penny and a letter from a Timothy Shea of New York, asking for a clock. Nervously the *Sentinel* recalled from retirement the circulation manager who had made the original offer and started combing the city for a clock. Several came to light (*opposite page*) but their owners refused to give them up. Then last week the circulation manager found one in his mother's attic and sent it to Shea. And Shea himself admitted the source of the old clippings; he works for a company microfilming back issues of the paper for the use of Miss Mary Wiley, author of a *Sentinel* column about Winston-Salem fifty years ago.



CLOCK FINDER ex-Circulation Manager Bradley Welfare (left) examines an electric clock sent to Shea as bonus. Assistant wraps up original premium clock.



CLOCK HUNTER City Editor Sherman Shore masterminded paper's search. Here he glumly considers Shea's ancient coupons, original ad and Shea's penny.



COUPON CLIPPER Timothy Shea proudly hangs clock, which does not work. He got coupons from papers marked to be destroyed after firm microfilmed them.

JAPAN DRILLS AN "ARMY OF SERGEANTS"

In 1947 the new Japanese constitution, strongly influenced by Douglas MacArthur, formally proclaimed: ". . . The Japanese people forever renounce war . . . and the threat or use of force. . ." Now Japan, strongly influenced by MacArthur—and events in neighboring Korea—is training a potential army. Last July, MacArthur authorized Japan's Premier Shigeru Yoshida to establish a National Police Reserve. Last week the NPR was a cadre of 73,000 vigorously training at 30 camps scattered through Japan's island chain from Kyushu to Hokkaido, whose tip is less than 50 miles from Russian territory. The NPR is based on U.S. Army organization, has U.S. military advisers, uses U.S. arms, up to machine guns, and is now receiving advanced drill. Though still a police force, since it lacks an army's auxiliaries (airpower,

tanks, artillery), half its men are war veterans and all are being trained as the officers and sergeants who could be the core of any future Japanese military force. That the experiment is off to a good start is indicated by these pictures, the result of a visit by Photographer Carl Mydans and Correspondent Roy Rowan.

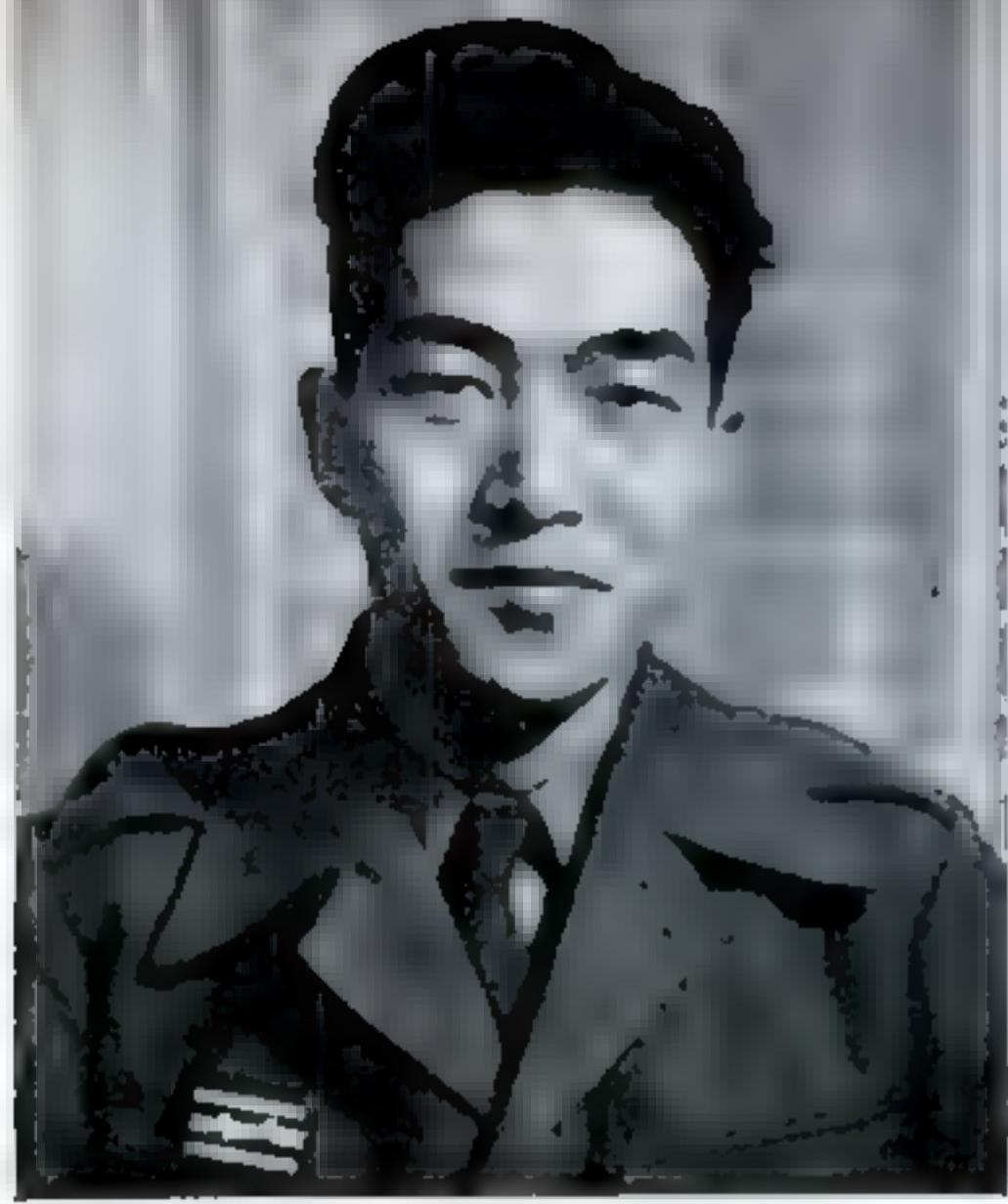
Until it has a peace treaty, Japan cannot have an army. But this time is drawing near. Last week John Foster Dulles reached Tokyo for treaty discussions. Japan, he declared, was "a party to be consulted and not a vanquished nation to be dictated to." Although Premier Yoshida warned against a hasty rearmament program, Tokyo rumors said NPR might be increased to 500,000—there were 375,000 volunteers for NPR's authorized strength of 75,000. Men of the NPR already consider themselves soldiers rather than cops.



MacARTHUR WELCOMES DULLES

FULL BATTALION OF POLICE TROOPS, CARRYING U.S. CARBINES IN ADVANCED TRAINING, PLOWS THROUGH TWO FEET OF SNOW IN HEAVY WINTER UNIFORMS





EX-ZERO PILOT Laizo Imamura, 28, left high school one year after Japanese surrender, then joined police because "the war in Korea was too close. We must be prepared."



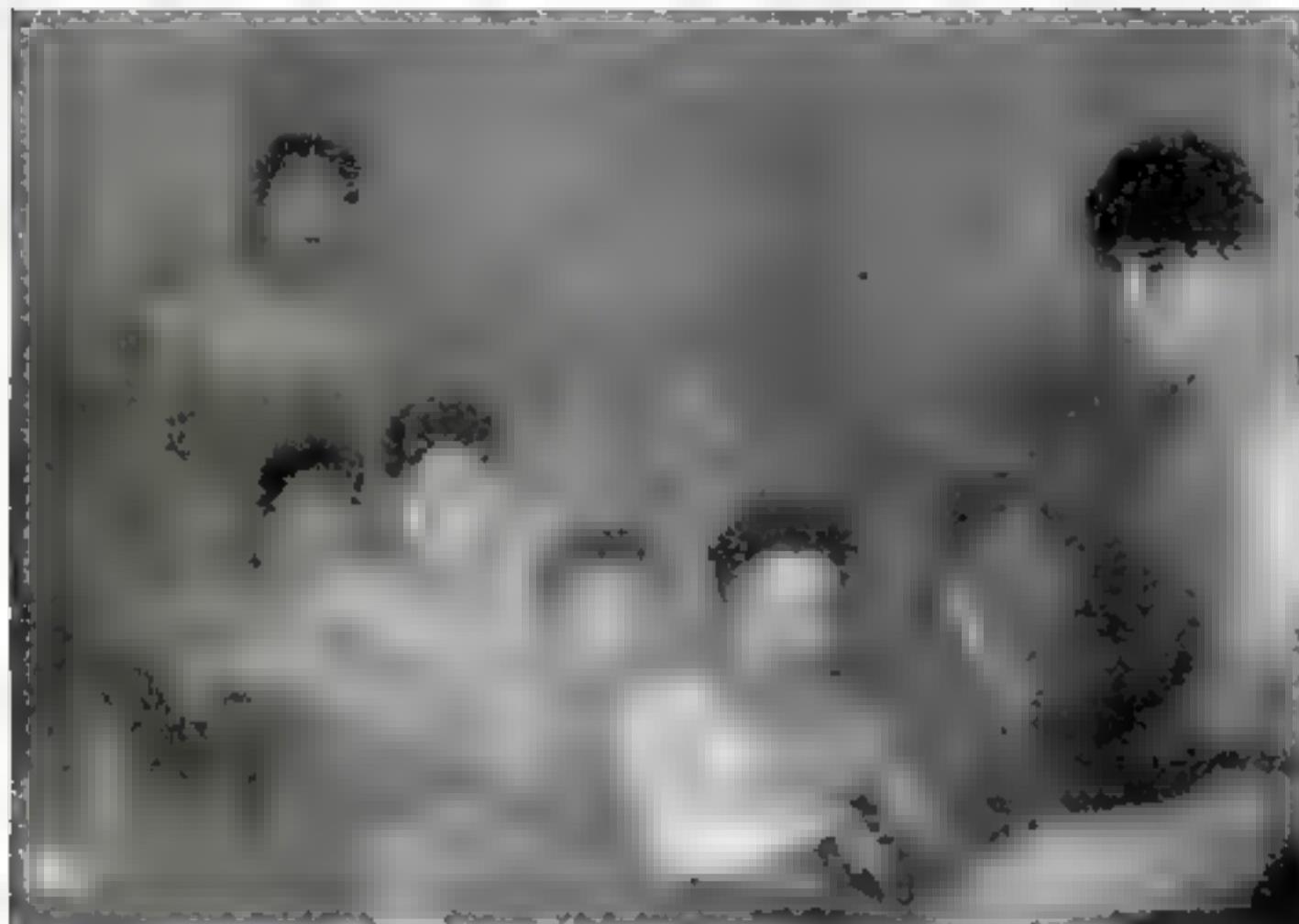
OKINAWA VETERAN Isabue Yakita, 31, once a first lieutenant in Japan's elite Imperial Marines, now has rank similar to second lieutenant as "inspector second class."



CAMP COMMANDER Matsueki Kurivama, 49, a lawyer, holds rank of superintendent, equivalent to colonel.

CAMP CRAWFORD, ON JAPAN'S NORTHERNMOST ISLAND OF HOKKAIDO, HOUSED U.S. 7th DIVISION BEFORE KOREA AND NOW HOUSES 6,500 POLICE RECRUITS





HOT BATHS, a traditional form of Japanese relaxation, give trainees a chance to steam and soak after a long march in zero weather, before chow of boiled rice.



PIN-UP GIRLS, an untraditional form of Japanese art, are painted happily by trainees during recreation period in a Camp Crawford headquarters classroom.

U.S. AND JAPANESE WAYS ARE MERGED IN NEW FIGHTING FORCE

Six years ago slender, soft-spoken Laizo Imamiya (*preceding page*) had one mission in life: to dive his Zero fighter, machine guns blazing, at the silvery American B-29s raiding Japan. Now Imamiya is back in uniform, as a junior officer in the NPR, training his men in the military methods of his former enemy. Sometimes the differences in the two systems stump him.

"Officers in the Japanese army were always feared by their own men," he says. "When the men didn't obey we had special routines for 'putting spirit into them.' Now we do it the American way—explain everything first."

The "American way" included good food, good quarters, soft beds instead of hard sleeping mats, well-stocked PXs and smart uniforms

with a jaunty cap chosen by Japanese girls "for its sex appeal." Many Japanese ways remained, from chopsticks to calisthenics, but some feared that the tough old Japanese army was being replaced by a bunch of softies. More thought that the new democratic approach would produce soldiers with initiative, flexibility and individual responsibility their predecessors never had.

JAPANESE STILL ENJOY BEING PHOTOGRAPHED IN UNIFORM, NOW SHOW STRONG U.S. INFLUENCE IN POSING BEFORE THEIR "BEST BATTALION IN JAPAN" SIGN



So Good for the Youngsters— SO EASY FOR YOU!



School Days LUNCH

When the youngsters come charging in from school hungry—but hungry—here's a quick, easy lunch that's as satisfying as it is nourishing. Start them off with a glass of V-8 Vegetable Juices, then heaping portions of Franco-American Spaghetti, with fruit salad, bread or toast, milk.

They'll love that good Franco-American! Fine, firm spaghetti, tender-cooked in a tempting sauce of rich, juicy, sun-ripened

tomatoes, sharp, tangy, well-aged Cheddar cheese, 10 choice ingredients in all.

If hunger you need a quick, delicious main or side dish, just heat and serve Franco-American Spaghetti...not only for school-days lunches, but for unexpected guests, "movie-night meals"—any hurry-up occasion!

Get several cans of Franco-American Spaghetti and always keep it on hand.

READY IN 5 MINUTES—AND SO THRIFTY

Franco-American SPAGHETTI

V-8 HAS Lively Flavor and Vitality

FOR VITAMINS
FOR VITALITY

V-8 FOR VITAMINS
V-8 FOR VITALITY

V-8 HAS Lively Flavor and Vitality

V-8 FOR VITAMINS
V-8 FOR VITALITY

V-8 SEEMS TO BE A FAVORITE WITH ALL OUR FRIENDS

M NOT SURPRISED MY HUSBAND AND YOUNG SON ARE READING ME THAT V-8 HAS A LIVELY FLAVOR NO SINGLE JUICE CAN MATCH

GOODBYE MISTER IRVING AND THANKS FOR GIVING ME A SHOT IN THE ARM

THANK YOU FOR A VERY PLEASANT FEAST AND THAT ATTRACTIVE GLASS OF V-8 JUICE

FRIENDS V-8 IS GOOD FOR ALL OF US BECAUSE IT IS MADE FROM 8 DIFFERENT VEGETABLE JUICES

Cocktail V-8 JUICES

MADE BY THE MAKERS OF CAMPBELL'S SOUP

OLDSMOBILE



Standard equipment, accessories, and trim illustrated are subject to change without notice. *Oldsmobile Hydra-Matic Drive—optional at extra cost.

Below, distinctive new "Holiday-type" rear quarter window treatment.



*Announcing the Newest
and Most Glamorous
of the "Rocket" Engine Cars!*



A GENERAL MOTORS VEHICLE

"ROCKET 98"

—a great new Oldsmobile! A magnificent new Oldsmobile! The most luxurious new Oldsmobile ever built! "ROCKET 98"—now being launched at Oldsmobile dealers' showrooms, all across America! Four ultra-modern models—the De Luxe Holiday Sedan above, the De Luxe Holiday Coupé, the Holiday Coupé, the De Luxe Convertible Coupé! All four are "Rocket" engine cars, with that great new gas-saving "Rocket" engine—that superb new "Rocket Ride"! All four offer smooth new Oldsmobile Hydramatic Drive*! All four feature new roominess inside—new distinction and glamor throughout! Plan now to see your Oldsmobile dealer—meet the triumphant new flagship of the "Rocket" fleet—**OLDSMOBILE "98" FOR 1951!**



The Beer that made Milwaukee Famous



Yarn with a happy ending

Everything's bound to turn out all right for a fellow who's tied to a girl who keeps Schlitz in the picture.

We think you'll like Schlitz best, too, because more people like the taste of Schlitz than any other beer. That's why Schlitz is...

The Largest-Selling Beer in America

See Television's Biggest Hit
Schlitz presents
"The Pulitzer Prize Playhouse"
Stars of stage and screen direct from
New York. Over ABC every Friday

Hear Radio's Brightest Comedy
Mr. and Mrs. Ronald Colman
star as
"The Halls of Ivy"
every Wednesday over NBC



IN THE BARBARIC 19TH CENTURY women had to put up their hair in unsightly rag curlers before going out to a ball.

A REVOLUTIONIST DIES

Charles Nessler, inventor of permanent wave, transformed the modern woman's way of life



NESSLER IN 1916

Forty-six years ago in London a young German named Charles Nessler created one of the great revolutionary devices of the 20th Century—the permanent wave, or, as he later called it, "the wave of the future." The discovery which eventually put splendid coiffures in the reach of the poor has transformed the small-scale handicrafts of hairdressing and beauty-shop keeping into an industrial enterprise with gross sales of \$1.25 billion a year, slightly less than U.S. movie theaters took in in 1948. The modern beauty parlor resulted eventually and transformed the social life of women, giving them a

club where they could read fashion magazines, bare their souls to sympathetic hairdressers and pick up fascinating gossip about other bared souls.

For milleniums women in search of evanescent beauty had been putting false waves in their straight hair by such crude devices as wrapping strands of it around chicken bones and baking them in clay, or wearing metal crimpers overnight to the imminent danger of their husbands' eyes or, after 1873, using the heated irons of M. Marcel. But all these methods produced results that could be counted on to last only a few hours.

Charles Nessler in 1905 had already invented a new artificial eyelash. He had been fascinated by hair from his boyhood and had experimented for years before he came up with his permanent wave invention. The invention consisted of altering the cell structure of the hair by softening it with borax paste and treating it with heat (induced at first by gas, later by electricity). That way it stayed put—at least until it was pushed out by new-grown hair. The earliest permanents were expensive (they cost up to \$250), and women were frightened of them. When Nessler came to the U.S. during the first World War, he was told that only three hairdressers in the country made enough money to pay income taxes. He lived to make more than \$3 million out of hair (he later lost it all) and see the beauty parlors thronged from coast to coast. Last year some 68 million heads of hair got permanent waves in the U.S. But when Charles Nessler died last week, there was only one hairdresser in attendance at the funeral.

IN THE CIVILIZED 20TH CENTURY beauty triumphed when machines on →
the Nessler model settled down like writhing snakes on top of the heads of women.

CONTINUED ON NEXT PAGE



Reigning Favorite Danish Princess

Holmes & Edwards patterns are the loveliest to be found in silverplate. Danish Princess* with its radiant Nordic beauty and adorable Spring Garden are two of the most desired patterns ever introduced. A 6 piece place setting is only \$8.06 so start your service today!

6 PIECE PLACE SETTING
IN EITHER PATTERN

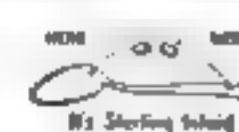
\$8.06

52 Piece Service For 8, only \$69.95
*All patterns made in U.S.A.

Loveliest of all! Spring Garden

Remember! Holmes & Edwards is superior to all other silverplate. It's Sterling Inlaid with two blocks of sterling silver at the two places where a teaspoon rests on the table. Thus, should wear occur, there's sterling underneath!

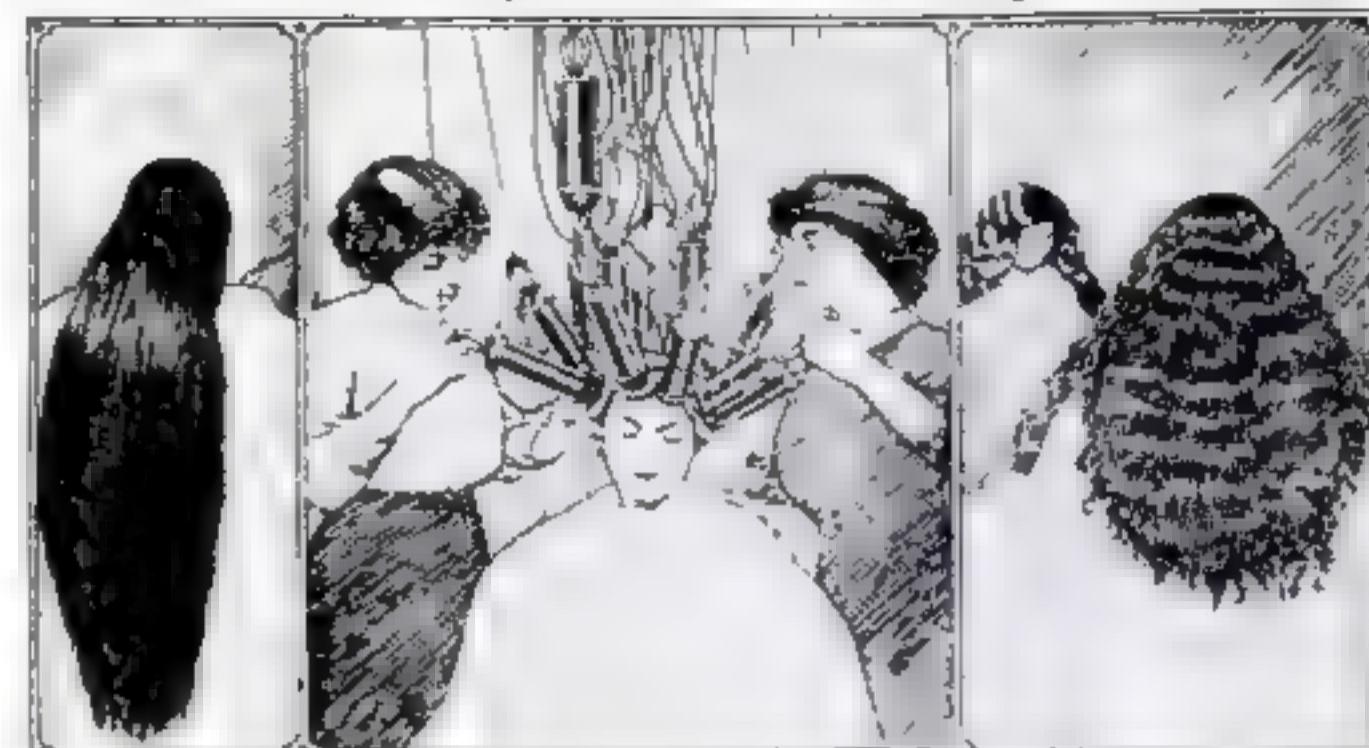
HOLMES & EDWARDS
STERLING INLAID[®]
SILVERPLATE



MADE BY THE INTERNATIONAL SILVER CO.
© 1951, THE INTERNATIONAL SILVER CO., HOLMES & EDWARDS DIVISION, MURDOCK, OHIO. U.S. PAT. 2,277.

A Revolutionist Dies CONTINUED

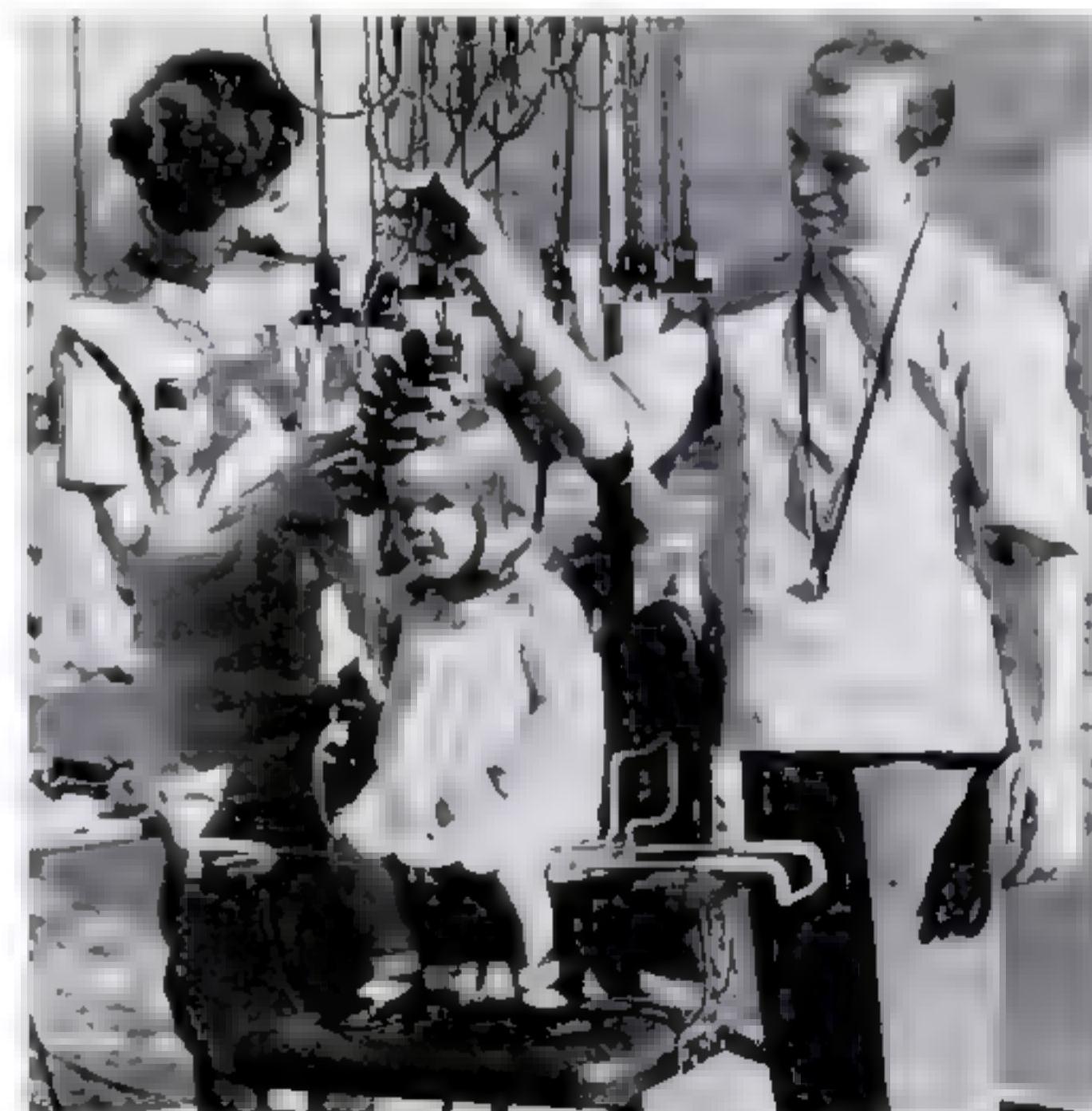
NESTLE PERMANENT HAIR WAVING



1913 AD for the Nessler process (he adopted the name Nestle for business purposes) broke down early sales resistance by promising the customers that the results would be neither "a frisee nor a flute" but a "soft, wavy mass."



BY 1926 popularity of the new contraption had spread into the uppermost age brackets. Here is Mrs. Margaret W. Mitchell getting her first permanent wave in Kansas City at the age of 99. Her comment: "It didn't hurt a bit."



IN 1927 youth got into the act in Los Angeles, where people are always trying to catch the eye of movie producers. Getting the permanent in this case is Yvonne Lohn, aged 18 months. This was described at the time as a record.

CONTINUED ON PAGE 42



1. Swami Sam, a gifted Seer, had come from East to West
To stay at Hotel Statler, where you really are a guest.
"My second-sight," the Seer exclaimed, "brings hidden things to view.
I see the Statler's secret, and I'll help you see it, too."



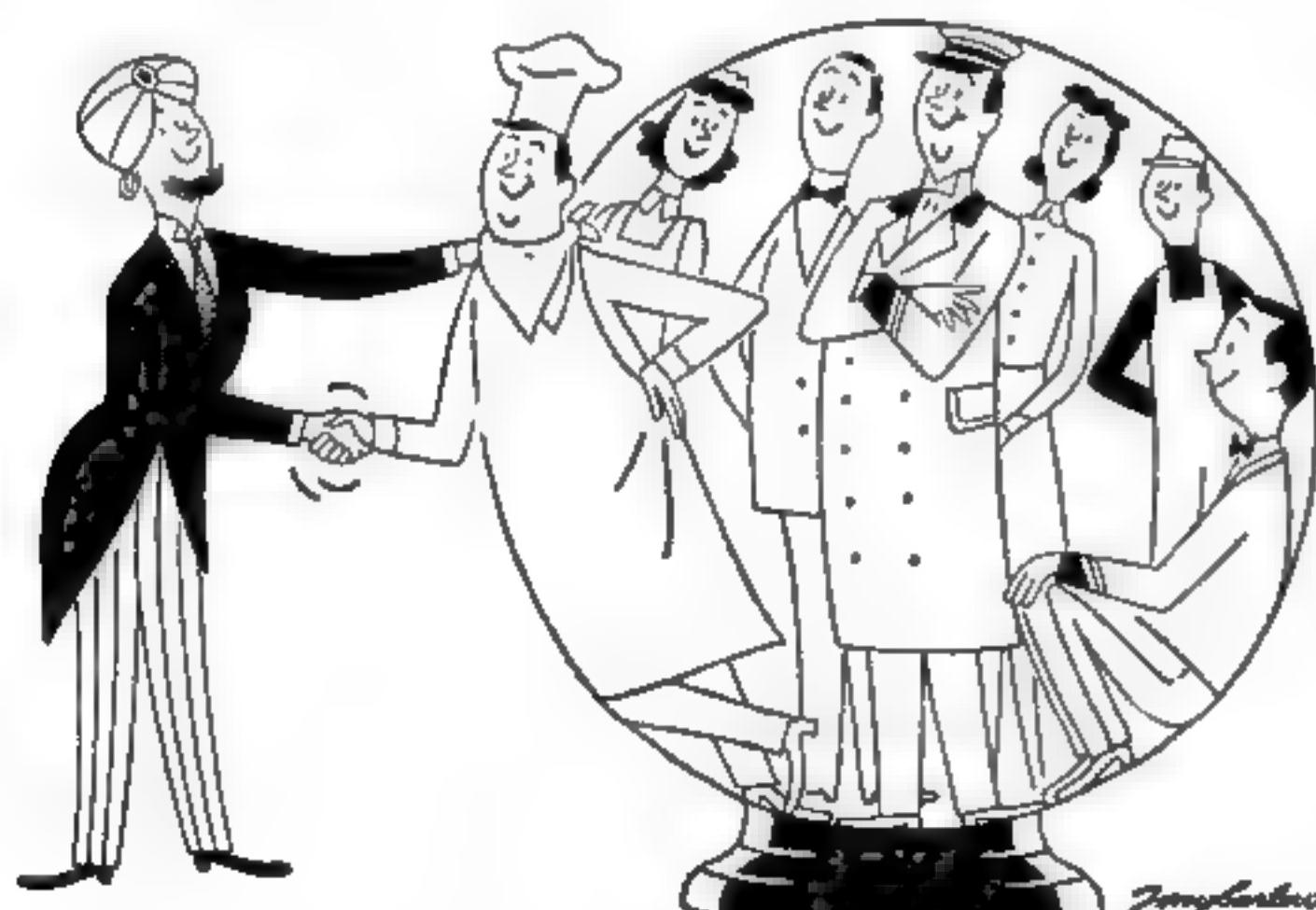
2. "You see a wondrous Statler room and Statler's famous bed.
I also see the folks who keep it clean and neat," he said.
"Who make the beds, and mop, and sweep, and keep the dust away.
Because they do their jobs so well, you have a pleasant stay."



3. "While you relax in Statler's bath midst floods of water hot,
My second-sight will help you see the ones who serve that spot.
They take away the dirty towels, bring fresh ones snowy-white,
Put out more soap, then scrub and shine till all is gleaming bright."



4. "You see a tasty Statler meal—I see the folks who make it—
Who plan the menus, buy the food, who roast or boil or bake it.
From oldest chef to youngest maid, they strive to meet one measure:
To cook and serve so fine a meal that you will eat with pleasure."



5. "Oh, do you see," the Seer exclaimed, "the Statler's secret, now?
Good food, good rooms, good service, are partly knowing how—
But most of all, they're people, who cook and clean and clerk there—
That friendly Statler spirit stems from friendly folks who work there!"



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT
CLEVELAND • ST. LOUIS • WASHINGTON
STATLER OPERATED: HOTEL WILLIAM PENN • PITTSBURGH

ANOTHER GREAT NEW STATLER • LOS ANGELES
(NOW UNDER CONSTRUCTION • READY FOR OCCUPANCY 1952)

AIR KING brings you

Superb TV Performance

in brilliantly styled Decorator Cabinets...



Model 20C2 - Huge 20" picture in a magnificent Mahogany Case with doors. Two sets of cabinet doors.

PREPARE for the thrill of your life when you see Air King's new "King-Size" 20-inch television with precision-built chassis.

You'll see perfect, bigger-than-life pictures—amazingly sharp and clear on Air King's new soft-focus, glare-proof screen. You'll see stunning new decorator cabinets of finest craftsmanship.

You'll see television with *all* the most advanced features... engineered by Air King, a leader for more than 30 years in electronic development. For today's best buy in television see Air King!



...has everything!



AIR KING PRODUCTS COMPANY, INC., BROOKLYN 32, NEW YORK
Subsidiary of
HYTRON RADIO & ELECTRONICS CORP.
One of America's Oldest Manufacturers of Receiving Tubes

A Revolutionist Dies CONTINUED



ANOTHER REVOLUTION began in the 1930s with the cold wave, a way of giving permanents without mechanical or chemical heat. Method above allowed Wavee to walk around with head turbaned while curl was built into hair.



NEWEST REVOLUTION involved bringing cold wave into the home. First to succeed in doing this on a large and practical scale were the Harris brothers, shown here with the first of the Toni Twins used to advertise their product.



THANKS OF WOMANHOOD came to Nessler in 1949 when, with Vasear President Blanding and Helen Keller, he got American Women's Voluntary Services award for furthering women's "economic, cultural and social prestige."

Be Happy— Go Lucky!

Come join me at the Mardi Gras
In dear old New Orleans,
Where Kings who know tobacco best
Give Luckies to their Queens!

Enjoy your cigarette! Enjoy truly fine tobacco
that combines both perfect mildness and rich
taste in one great cigarette — Lucky Strike!

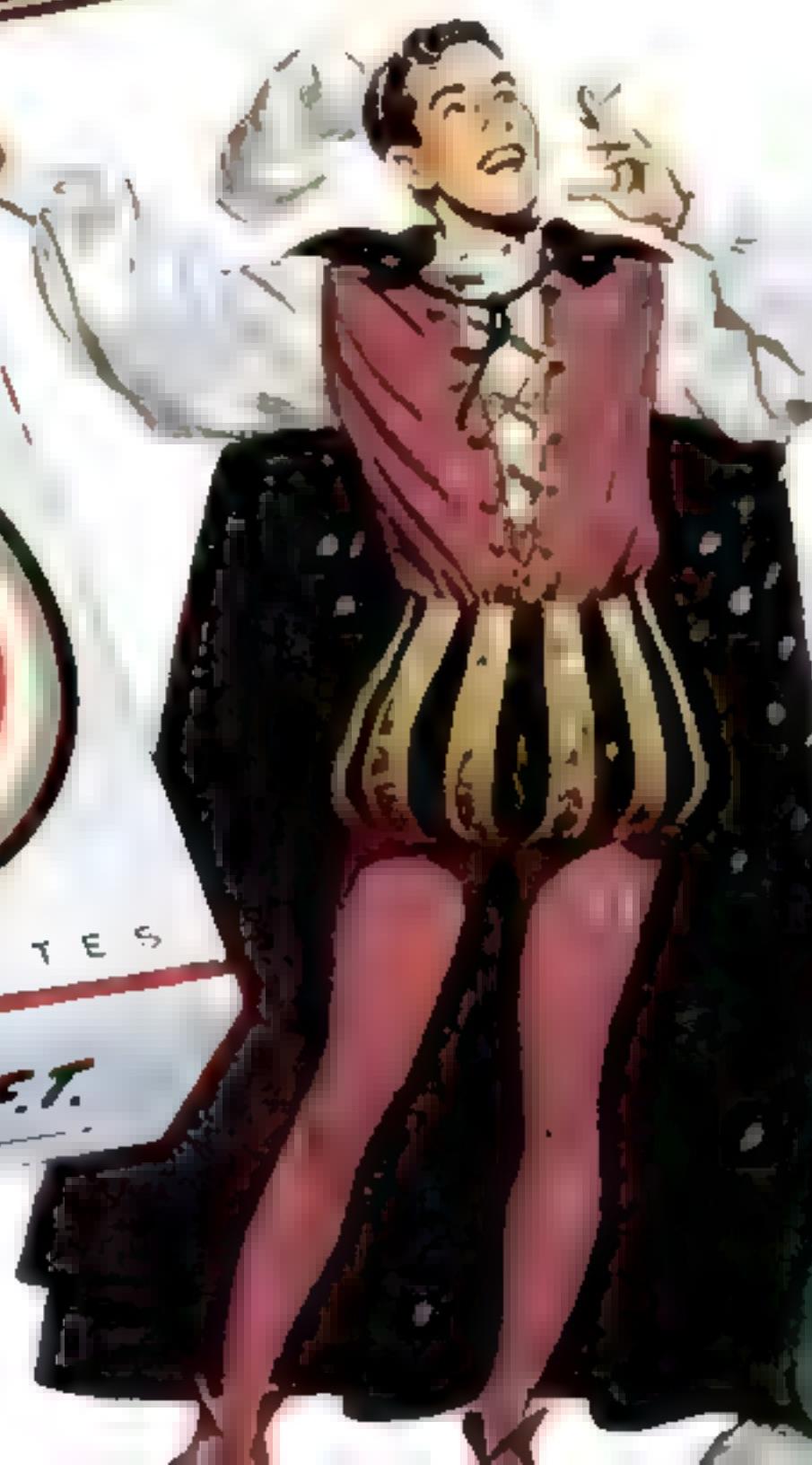
Perfect mildness? You bet. Scientific tests, confirmed by
three independent consulting laboratories, prove that
Lucky Strike is milder than any other principal brand.
Rich taste? Yes, the full, rich taste of truly fine tobacco.

Only fine tobacco gives you both real mildness and
rich taste. And Lucky Strike means fine tobacco. So en-
joy the happy blending that combines perfect mildness
with a rich, true tobacco taste. Be Happy—Go Lucky!

**L.S./M.F.T.—Lucky Strike
Means Fine Tobacco**

I ski right off the highest jumps.
And never take a spill,
But I prefer a Lucky Strike
To really get a thrill!

I strut my stuff upon a stage
And thousands praise my name,
But praise for Lucky Strike, I fear,
Puts all my praise to shame!





What's the world's best Meat Loaf recipe?



THIS ONE made with...

Mother, try it and see!

Watch your hungry family lick up every delicious drop of the flavorful, tart-sweet gravy. They'll say, "Wonderful! Give us Meat Loaf *Hunt Style* every week!"

Just be sure to use the Kettle-simmered tomato sauce—*Hunt's*. No other tomato sauce can make your recipes so good!

Quick, delicious dessert:
**HUNT'S
HEAVENLY PEACHES**



1½ lbs. ground beef
1 cup fresh bread crumbs 1 egg, beaten
1 medium sized onion, chopped
1½ tsp. salt ¼ tsp. pepper
½ can *Hunt's Tomato Sauce*

Lightly mix ingredients and form a loaf. Place in shallow pan in moderate oven (350°). While it's starting to bake, combine the following to make a tart-sweet

sauce that's out of this world for flavor—thanks to *Hunt's Tomato Sauce*:

½ can *Hunt's Tomato Sauce* 2 tbsp. vinegar
2 tbsp. prepared mustard 1 cup water
2 tbsp. brown sugar or molasses

Pour over meat loaf in oven; continue baking 1½ hours longer, basting occasionally. Serve 6 lucky people the best meat loaf ever! If any's left, it makes delicious sandwiches.

It's nice to find something as good as *Hunt's Tomato Sauce* that costs so little. Just a few cents a can!

Always keep some on hand for your stews, soups, casseroles, spaghetti, gravies, leftovers. You can't find a better tomato sauce than *Hunt's*—at any price!



Guaranteed by
Good Housekeeping
Institute

THE KETTLE-SIMMERED
COOKING SAUCE

Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.

PHONEVISION

Chicago test of televised movies may portend a revolution in American entertainment habits

The switchboard (right) and the attentive family below may be the harbingers of a revolution. They are part of a test being made in Chicago of a device called Phonevision. And if Phonevision succeeds, it means that cobwebs may festoon the marble columns of the Alhambras and the Orpheums, already suffering acutely from TV competition. Phonevision, or PV, the brainchild of Zenith Radio Corporation's Eugene McDonald Jr., offers a way of bringing movies straight into the family parlor.

Under PV, a television set owner learns that a certain movie is being scheduled at a given time. It goes out over a TV channel and shows on his set as a confusion of blurs. If he calls the Phonevision switchboard, an unscrambling device on his set, which is hooked up to the phone wires, is turned on and the blurs become a clear picture. He will be billed at the end of a month—\$1 per show in the current test.

In theory PV is an ideal blending of TV and movies. TV could use Hollywood's expensive technical superiority, and the film-makers, aiming at an audience of millions of TV set owners, could earn back their costs overnight, without leaving the lion's share to the theater-owners. Practically, there are many difficulties ahead. PV has to fight the opposition of the movie exhibitors and Hollywood's reluctance to give it top films. It has to convince the FCC it rates using regular TV channels and convince hard-headed skeptics who say the public will never pay for TV programs when free entertainment is available. It has to face material shortages in a time of war building. With the best luck in the world, it will be at least two years before Phonevision can become a large-scale commercial operation.



SWITCHBOARD OPERATORS TAKE CALLS, PLUG IN UNSCRAMBLING SIGNALS



CONTENTED TESTERS are family of Robert Peters, a truck driver, one of 300 families used in test and chosen by researchers as a cross-section of Chicago

audience. The Peters' receive shows on Zenith TV set installed in their home at no cost for the 90-day trial run. They pay \$1 a show and think PV is well worth it.



The woods are full of "men's shoes". So—we're making quite a name with Shoes for MEN. We signal you with the reddest, biggest MEN we can print. We back it up with a Shoe for MEN like the one shown. Roblee—that six-letter name that says "Style for MEN, Fit for MEN, Leather for MEN, Value for MEN". Find your Roblee headquarters:

step into Shoes for MEN.

1195 to 1595

Some styles slightly higher.
Also Roblee Jrs... shoes like dad's...
at Roblee dealers now—8.45-9.95

Roblee®



McDONALD AT HOME relaxes peacefully in easy chair while his children are enthralled by Phonevision movie whose sound comes to them via earphones.

McDONALD'S BIGGEST VENTURE

Eugene McDonald Jr. got a lieutenant commander's commission in World War I and has enjoyed being called commander ever since. He is a colorful, self-assertive tycoon, aged 64, who made his first fortune selling automobiles and for the last 30 years has kept his Zenith Corporation up near the top of the fiercely competitive radio business. He has found time on the side to go on polar expeditions, race outboard motors, collect gangster guns and cruise the seven seas in a yacht which, back in Chicago, was also used for famous and extravagant parties. McDonald sees Phonevision not just as a means to show movies but as a way to charge admission to televised plays, operas and sports events. If PV works out successfully, it will be his biggest exploit to date; he likes to quote the friend who told him that the American family, put on the road by Henry Ford, will be brought back home by Gene McDonald.



TRANSMITTING CREW works in PV control room which is the same as in normal TV station except for the two racks at left, which scramble the picture.



SCRAMBLED IMAGE of movie (left) appears on all television sets. After the operator puts in the Phonevision plug, the image on PV sets settles down.

Everybody's Valentine-1909



"Early in the century, I was everybody's idea of the best-dressed man—thanks to my Arrow Collar!" P.S. Arrow styles are still the mark of the well-turned-out man—but today, they feature marvelous COMFORT as well!



Everybody's Valentines-1951 *RED n' WHITE n' ARROW!*

HERE ARE THE VALENTINES *every man wants!* Most popular white shirt in America (left)—the famous Arrow Dart! Its nonwilt collar fits to perfection—is styled in the finest Arrow tradition. \$3.95.

(Right) Dart's twin—Arrow Dale! Tailored of *de luxe* broadcloth, Dale is a magnificent value at only \$5.00. (Regular or French cuffs.)

BOTH have the MITOGA body-tapered fit

and are "Sanforized"-labeled (fabric shrinkage less than 1%). Their snowy fabrics are fine cottons that wear long and well; their durable buttons are anchored-to-stay.

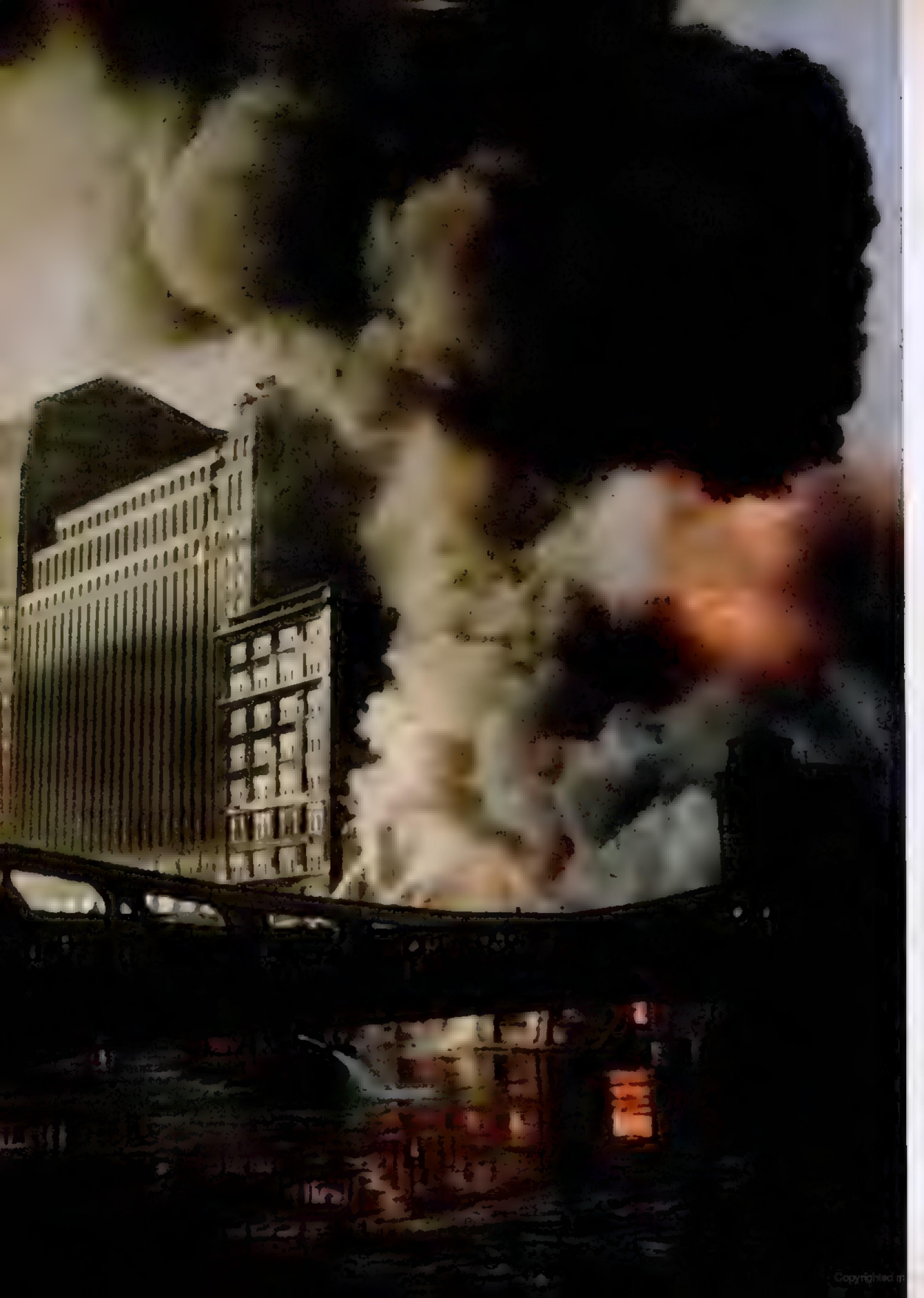
Combine these shirts with Arrow Valentine Ties! Tailored of superb quality rayon and silk fabrics, featuring "Valentine Red." They knot and drape handsomely. Give them with confidence—they'll be greeted with cheers! \$1.50 and \$2.

Cleatt, Peabody & Co., Inc., Makers of Arrow Shirts • Ties • Sports Shirts • Underwear • Handkerchiefs

ARROW

WHITE SHIRTS and TIES

Starting our Second 100 Years of
Style Leadership





TWO VICTIMS were photographed wielding fire hose just before they and two other firemen were killed by a falling wall.

BEST-WATCHED FIRE

With help of TV, 10 million see Chicago blaze

So far as its audience was concerned, the fire that broke out on Jan. 12 in a Chicago warehouse could not have happened in a better place. Besides being surrounded by tall buildings from which thousands could watch, the four-story warehouse was in full view of three Chicago television stations. All three stations pointed their TV cameras out studio windows or from their roofs and went on the air locally. When a supply of lacquer exploded, sending up a spectacular cloud of flame and smoke, the stations quickly interrupted their network programs and broadcast the fire to a national audience of 10 million as far away as New York and Richmond, Va.—the largest crowd ever to witness a fire. If color television were in use, they would have seen the fire as it is shown on the opposite page.



HELMETS OF FALLEN FIREMEN ARE LINED UP AFTER THE WALL'S COLLAPSE



EXPLORATION sends up burst of flame, cloud of smoke and blazing ember which curves in front of Merchandise Mart (left). Fireboat pumps from Chicago River.

GAPING PEDESTRIANS, part of crowd of 200,000, block traffic as they watch fire across the river. Some who saw it first on TV came by car to see the real thing.

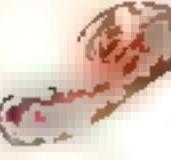
You'll love your dog more than ever...

when **EVERY INCH** of him
is nourished
by GAINES!



THE PROOF THAT GAINES NOURISHES EVERY INCH OF YOUR DOG

All this nourishment in each pound of Gaines!

 As much body-building proteins as in 1½ lbs. fresh beef, and as much of the B-complex vitamin thiamine and riboflavin as in 4 lbs. beef.

 As much calcium and phosphorus for strong bones and teeth and as much essential niacin as in 7 quarts Grade-A milk. As much fat as in 1½ ounces of fresh creamery butter.

 As much protective vitamin A as in 1 lb. garden-fresh tomatoes—as much iron as in 2 lbs. fresh liver—and as much food energy as in 1½ loaves whole-wheat bread.

Copy right 1951 by General Foods Corp.

When your dog always looks like a million dollars—when he always is feeling on top of the world—there's something about him that wins the love of everyone who sees him. Every day in the year he'll prove to you it pays to take the best care of him—to nourish **EVERY INCH** of him with Gaines. In Gaines—America's largest-selling dog food—there's every type of nourishment dogs are known to need!

SAVE up to 60%

GAINES COSTS LESS TO FEED THAN
ANY OTHER TYPE OF DOG FOOD!

And you make an added
saving by buying the big
economy 25-lb. and 50-lb.
bags! Now at your grocer's!

A Product of General Foods

Gaines Dog Food



MISCELLANY



A WARM BIRD FINDS A WISE WINTER PERCH IN A LONDON CHIMNEY

OWL GETS A HOT-FEATHER

One cold November morning in 1949 Mrs. Mary Mills of Wigmore Place, London looked out her bedroom window and saw an owl perched in the mouth of her chimney. This was as wise a place as an owl could find. There, with the chimney top automatically swiveling away from the wind, he was protected from the wintry blasts and warmed by the fire from Mrs. Mills's grate. After a few days, noticing that smoke was billowing up around her boarder, Mrs. Mills obligingly switched from coal to an electric heater. When the owl left his winter haven last April, Mrs. Mills thought she had seen the last of him. But last November, just when the frost is on the feathers, the owl came back. "You can't blame him," said Mrs. Mills, "for wanting to keep his backside warm."

Kodak
TRADE-MARK

The pictures will make it truly
a "never-to-be-forgotten" day

Snapshots remember—when you forget

All of our happiest times are chock-full of chances for snapshots. With your camera along, and Kodak Film on hand, you're all ready for priceless pictures . . . to keep in your snapshot record through the years, and to share with extra prints.

Eastman Kodak Company, Rochester 4, N. Y.

Wonderful gift for any occasion—a Kodak or Brownie camera



Outdoors . . . Indoors . . . the Kodak Dual-X II Camera with its "preview" finder makes wonderful snapshots—easily! Prices (including Federal Tax) with Kodet Lens, \$13.95, with Kodar f/8 Lens, \$21.95, Flashholder \$3.33. Prices subject to change without notice. Consult your dealer.

Tear off this corner as a reminder
to get some Kodak Film. Size

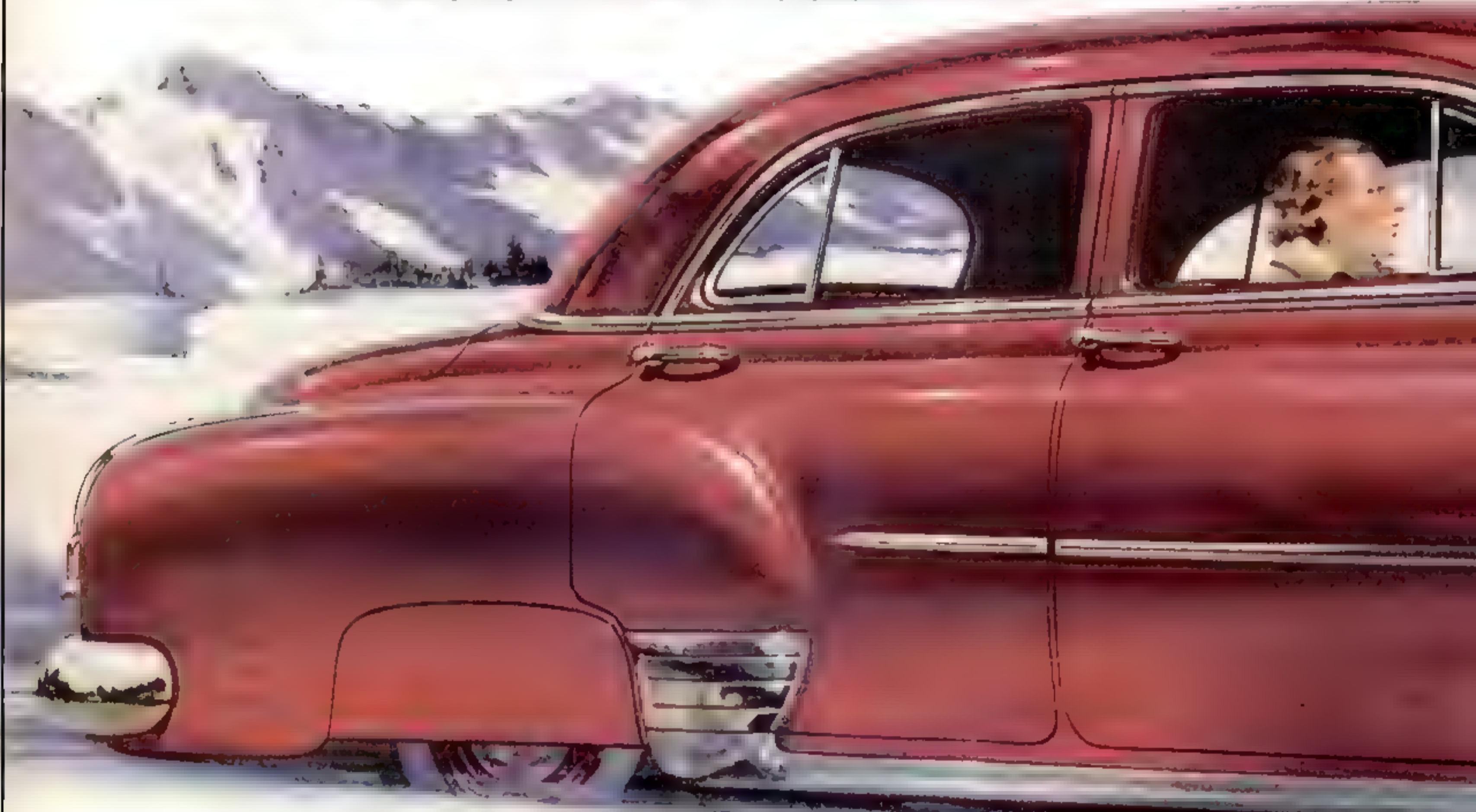
Here's what's **NEW** in motor cars for 1951... all in America's Largest and Finest Low-priced Car!

plus Chevrolet's time-proved **POWER Glide** automatic transmission*

Look—and see! All these new things, all these *pleasing* things, all these *proved* things you and your family want in an automobile, are yours in the '51 Chevrolet—*America's largest and finest low-priced car!* You'll find it's outstanding—in size, in styling, in comfort, in

Valve-in-Head engine performance, and in time-proved *no-shift* driving or *standard* driving—all at lowest cost. See it, drive it, and you'll know it's the smartest buy of the year! Chevrolet Motor Division, General Motors Corporation, Detroit 2, Michigan.

*Combination of Powerglide automatic transmission and 105-h.p. eng. av. optional on De Luxe models at extra cost



The Smart New Styline De Luxe 4-Door Sedan



NEW

America's Biggest
Body is Faster

With new and even more strikingly styled lines, new colors and colors...with extra-sturdy Fisher Unibody construction, carry-over shock absorbers, Pan-Pacific Visibility—the strongest, safest, most comfortable action of Chevrolet's American Preferred Bodies by Fisher.



NEW

Modern Mode
Interiors

With upholstery and appointments of outstanding quality, in beautiful two-tone color harmonies...with in-cowl rear defroster, steering wheel controls, a new floor-shield armrest in the front seats...and with extra generous head, leg and elbow room for driver and all passengers.



NEW

Improved Center Point
Steering

(and Center-Point Design) Making steering even easier at low speeds or while parking...just as Chevrolet's famous Unibody Knee Action Steering Rule is comfortable beyond comparison in its price range...and for these reasons why more people buy Chevrolets than any other car.

**NEW***American Beauty Design*

Brilliant new styling . . . featuring entirely new grille, parking lights, fender moldings and rear-end design . . . imparting that longer, lower, wider big-car look which sets Chevrolet above and apart from all other motor cars in its field.

**NEW***More Powerful Jumbo-Drum Brakes*

(with Double-Life rivetless brake linings) Largest brakes in the entire low-price field . . . with both brake shoes on each wheel self energizing for forward and reverse operation of car . . . providing maximum stopping-power with up to 25% less driver effort.

**NEW***Safety Sight Instrument Panel*

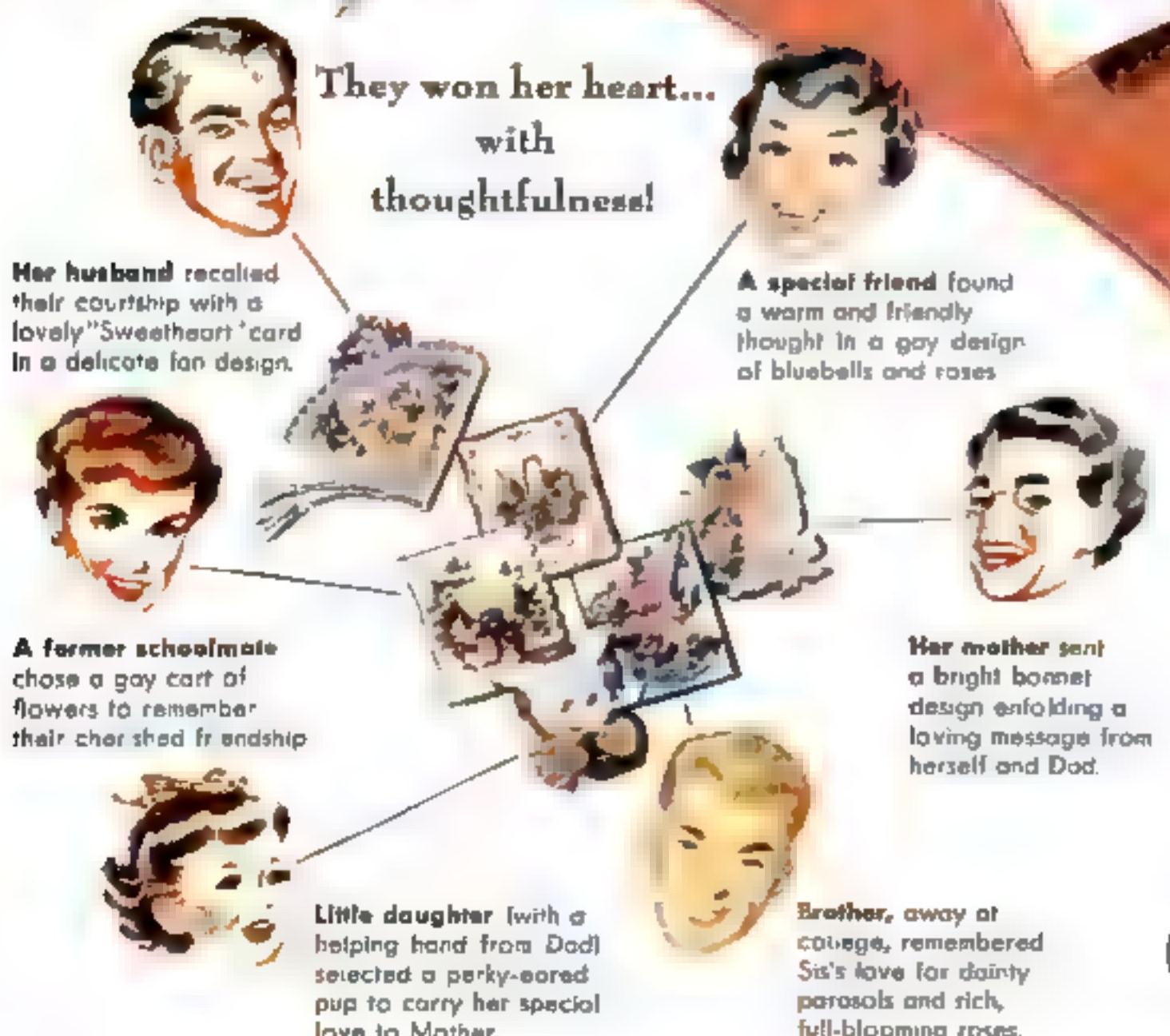
Safer, more convenient, more efficient . . . having an overhanging upper crown to eliminate reflections in windshield from instrument lights . . . and with plain easy-to-read instruments in two large clusters directly in front of the driver.



More people buy Chevrolets than any other car!

Heart Winners!

Straight and true as Cupid's own arrows, such charming Valentines wing their way... to be welcomed with open hearts by friends and loved ones who so appreciate being remembered. You be the thoughtful one this very Valentine's Day. And you may be heart-sure they will recognize GIBSON and know you've said "Be my Valentine" in the very finest way!



Her husband recalled their courtship with a lovely "Sweetheart" card in a delicate fan design.

They won her heart... with thoughtfulness!

A special friend found a warm and friendly thought in a gay design of bluebells and roses.

A former schoolmate chose a gay cart of flowers to remember their cherished friendship.

Her mother sent a bright bonnet design enfolding a loving message from herself and Dad.

Little daughter (with a helping hand from Dad) selected a perky-eared pup to carry her special love to Mother.

Brother, away at college, remembered Sis's love for dainty parasols and rich, full-blooming roses.

GIBSON

Valentines

GIBSON ART COMPANY • CINCINNATI, OHIO
Publishers since 1850



THESE AND MANY OTHER FINE GIBSON VALENTINES... NOW AT BETTER STORES

CLOSE-UP



CATCHING A FAUN. Imogene Coca kids the ballet. *Afternoon of a Faun*, by going in amorous pursuit of a prancing male with a tail, finally uses salt to make the capture.

Girl with a Rubber Face

ON TV IMPISH IMOGENE COCA PARODIES EVERYBODY, HERSELF INCLUDED

by ERNEST HAVEMANN

THE funniest woman on television today is a shy, gentle and unassuming actress named Imogene Coca, who by all conventional standards of humor should not be funny at all. Miss Coca, compared to such compelling and sometimes overpowering colleagues as Martha Raye and Cass Daley, is an aspirin tablet in the benzedrine drawer. She has never attempted to tell a joke professionally and when she tries it in private life almost invariably forgets or misquotes the punch line. In fact she spent nearly half her theatrical career at straight roles, singing and dancing, before she or anyone else had the faintest suspicion that she could make people laugh. Yet today theater people call her "a real red-nosed clown," which is about the highest praise the profession can

offer a funny-woman, and often compare her to Bea Lillie, the grand old war-mare of the business, or to Charlie Chaplin. She helps capture for NBC's Saturday-night television program, *Your Show of Shows*, a weekly audience estimated at 14½ million people—which is certainly the largest group in history to applaud or even endure a comedienne.

The good comedienne, of course, is a rarity, especially in America. Most American women, particularly the determined kind who are likely to go into the theater, like to be glamorous. Few actresses go in for comedy unless they have some physical peculiarity which forces them against their will to abandon romantic roles. Martha Raye, for example, has a Mammoth-Cave mouth which no make-up can disguise. Cass Daley

has buck teeth. Since they drift into the business by necessity, comediennes as a rule seem to view their jobs with distaste or even with humiliation, and they go about their work with a vicious energy that suggests they are hell-bent on destroying their music, scripts, stages, microphones, audiences and possibly even themselves. The theater world regards them as a kind of necessary evil, as likely to set the customer's teeth on edge as to amuse him.

Miss Coca, a good comedienne and a non-destructive one, has no serious physical defects. Her figure is adequate and her face, while not beautiful, would hardly stop a clock. She had no trouble finding a husband who still compliments her regularly after 16 years of marriage. On stage, however, Miss

"It Works"

says

**Paulette
Goddard**



How to Lose Weight and Look Lovelier

Now! Reduce—and look lovelier while you are doing it! Lose weight the way Nature intended you to! A quick, natural way with no risk to health. If you follow the Ayds plan you should feel healthier, look better while reducing—and have a lovelier figure!

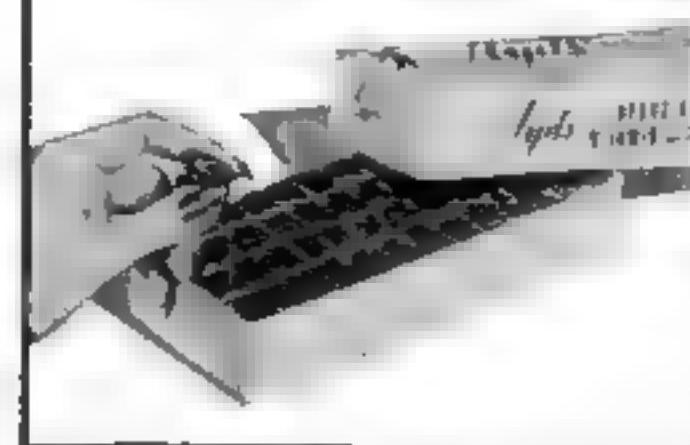
This is because the Ayds way to reduce is a natural way. When you take Ayds before meals, as directed, you can eat the foods you like. Ayds contains no harmful drugs. It calls for no strenuous diet...no massage...no exercise.

Ayds is a specially made candy containing health giving vitamins and minerals. It acts by reducing your desire for those extra fattening calories. Easily and naturally you should begin to look slimmer, more beautiful day by day, when you follow the Ayds Plan.

Women all over America now have lovelier figures with the help of Ayds. Users report losses up to 10 pounds with the very first box. In fact, you lose weight with the first box (\$2.98) or your money back. Get Ayds from your druggist or department store, today—a full month's supply, \$2.98.



• "Every day more and more women are finding the Ayds Way really works," says lovely movie star, Paulette Goddard. "You see, it's such an easy, pleasant way to reduce. The comforting thing about taking Ayds is that you reduce the way nature intended you to. I recommend it to all my friends who want to lose weight!"



The Loveliest Women in the World take AYDS



VARIATIONS ON A FACE by Imogene Coca express everything but flattery of the original. In these pictures her mobile features display (top, from left)

IMOGENE COCA CONTINUED

Coca does strange, unexpected and in a way wholly lamentable things with her face. Her nose sags like an overwarm candle into utter dejection, or it jumps up and quivers in imitation of a haughty dowager who has just been accused of cheating at canasta. Her chin expands and juts forward in fierce self-righteousness or sometimes just gets tired and vanishes altogether, leaving her looking like a cartoon-strip librarian. Her left eyelid can droop into the lewdest wink ever allowed on television, and her right eyebrow can shoot up an eighth of an inch into the most innocent kind of moronic basflement.

A layman would say that Miss Coca's face was made of rubber; an anthropologist would say that it was underlaid with a whole intricate network of the same primitive subcutaneous muscles which enable a chimpanzee to grimace, a horse to twitch its hide and some atavistic people to wiggle their ears. At any rate she can impersonate anybody she chooses—a flapper of the '20s, a spinster on the lecture platform, a hopelessly fibberty-gibbet wife or even a male dictator—with the cruel exaggeration of an amusement park mirror. She is probably best at looking abandoned as she sings a parody of a torch song or acts like the gold digger in a French movie. This involves a lachrymose drooping of both eyelids, a pouting of the mouth and a shifting of the chin into neutral, where it vibrates uncertainly between rage and complete surrender, and it is an unforgettable thing to watch. "Imogene can look so abandoned," one of her friends has said, "that you wonder if she ever had anybody to abandon her in the first place."

There was a memorable skit on *Your Show of Shows* a few weeks ago, done entirely in pantomime, in which Miss Coca played the part of a dutiful wife posing for a husband dedicated to amateur photography. Sid Caesar, who acted the part of the husband, could never satisfy himself that she had the right expression, and kept rearranging her features with his hands just as a professional photographer might urge his subject's arm into a more graceful position on the back of a chair. Miss Coca's face stayed wherever Caesar put it. When he pulled down one corner of her mouth it remained there, dead-set on a frown regardless of what the rest of the face was doing, and when he pushed it back up it waited, living a life of its own, until the face could catch up to the thought of a smile. When he pressed against her nose it looked like a prizefighter's seventh fracture; when he pulled, it attenuated itself like a carrot stuck into a snow man. The scene wound up in a fantastic climax



smugness, a lewd wink, a come-on (for torch singing), toughness; (at bottom) full-mouth treatment for opera, utter surprise, sweet innocence, puzzlement.

when Caesar closed one of her eyes in a grotesque wink, and the other one began following him around the stage like the spotlight on a police scout car. "The great thing about Imogene," Director-Producer Max Liebman said afterward, "is that her left nostril never knows what the right one is doing."

Besides having the ability to caricature her own face, Miss Coca is also very good at parodying her own singing and dancing. Her voice is really an excellent one, although slight, and can hit with perfect pitch every note from low F in the basso's range to the F above high C, something that very few opera singers can manage. Yet she chooses to make her torch songs sound like the flirtations of a playful lady elephant, and she turns a Wagner aria into a nightmare of desperate concentration, quavering glissandos and narrow escapes from utter disaster. Risë Stevens, the opera star, once observed that listening to Miss Coca gave her exactly the same tense and fearful feeling, only in reverse, as she had on hearing an insufficiently trained young singer try a difficult passage. "You are always deathly afraid the young singer will never make the last note," Miss Stevens said. "With Imogene, you're always afraid she will."

Miss Coca studied dancing for many years and is still good at it, although somewhat rusty. Her dance satires are less a matter of stumbling all over the stage, which a nondancer does when he tries to do a funny dance, than a series of delicate exaggerations of a good dancer's best gestures. The dividing line is very fine; just as a low-brow frequently finds himself giggling at a serious ballet, so a high-brow who is not paying close enough attention may find himself taking Miss Coca in dead earnest. She even gets confused herself sometimes. One of her best parodies is of the ballet done to Debussy's *Afternoon of a Faun* (p. 53), which she has performed innumerable times with great success. But when the number was given its dress rehearsal for its first performance a few years ago, it fell absolutely flat. The director rushed Miss Coca and her partner to lunch for a hasty council of war. The three of them sat around trying without success to figure out what had gone wrong. Suddenly Miss Coca had a flash of inspiration. "I was carried away by the music; I was having myself a ball," she confessed. "Just remind me tonight that I'm not Danilova, and everything will be fine." It was, and has been ever since.

As a matter of fact all Miss Coca's humor is a matter of subtle and almost imperceptible shadings, except when the format of *Your Show of Shows* occasionally forces her to perform old baggy-pants burlesque-house skits which are not in her natural style. Her humor recalls the fact that if a 20-ton locomotive is standing on a track at

CONTINUED ON NEXT PAGE



Can coffee put a marriage on the rocks?



1. Many a family squabble goes back to the night before—goes back to loss of sleep. Toss-and-turn nights leave nerves on edge, dispositions shaky!



2. And often back of that sleeplessness is the caffeine in coffee. Ruining your nights, dragging you out of the wrong side of the bed in the morning.



3. You ask yourself the big question: "Should I cut down on my favorite beverage—or should I give up coffee entirely? Just what is a person to do?"



4. Do? Just switch to Sanka Coffee. Sanka is all coffee—real coffee. Rich, full-bodied—with only the nerve-jangling caffeine removed!



5. Precious sleep and precious coffee are both yours with grand-tasting Sanka. It's 97% caffeine-free. Can't possibly upset your nights and get on your nerves. Start drinking delicious Sanka Coffee today!



Sanka Coffee

Real coffee with the worry taken out.
Drink it and sleep!

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IMOCENE COCA CONTINUED

the top of a canyon, balanced just right on its bearings, the frailest woman can push it over the edge with one finger. Miss Coca likes to take people or situations suspended in their own precarious balance between dignity and absurdity, and push them over the cliff with one single, pointed gesture. One particularly high-brow critic who admires Miss Coca's work has put it another way. "The trouble with most comedians who try to do satire," he said, "is that they are essentially brash, noisy and indecent people who have to use a sledge hammer to smash a butterfly. Miss Coca, on the other hand, is the timid woman who, when aroused, can beat a tiger to death with a feather."

Miss Coca is certainly timid. When riding in taxicabs she covers her eyes with her hands and puts her head between her knees rather than witness the struggle through traffic. She distrusts trains and airplanes, and when an elevator becomes too crowded she gets off and walks the rest of the way. She often has nightmares about being buried alive, and guests at her home usually have to eat buffet style because she feels trapped at a table. Modern inventions of all kinds intimidate her; she has never dared to try driving an automobile and feels agreeably surprised when anything as complex as a dial telephone works for her. The things she can do with her face frighten her; she seldom looks at herself in mirrors; she will view kinescopes of her television shows only when necessary for rehearsals; and she has never seen the movie shorts she made with Danny Kaye. Just before a performance her stomach starts churning; when she appeared on the Tallulah Bankhead radio show a few weeks ago she was so distraught as to turn a bright green, an effect which would have been terrific on color television. In 1948 she was offered a chance to make a summer appearance as the star of *Happy Birthday*, a Helen Hayes show which she greatly admired. For a while she was very set up and kept telling herself, "Imagine me in Helen Hayes's part. Isn't it wonderful!" Then she began thinking, "Good Lord, me in Helen Hayes's part. What a nerve!" If there had been any honorable or even any legal way out of the contract, she would have taken it.

Obviously Miss Coca was never meant by nature for the noisy and exhibitionist world of the theater, and it was only an accident of birth that put her there. Her father, whose Spanish descent accounts for her surname, was an orchestra leader; his father was a music teacher. Her mother, an Irish girl whose maiden name was Sadie Brady, had run away from home to join the troupe of Thurston the Magician. Imogene, an only child, started piano lessons at 5, singing at 6 and dancing lessons at 7. As soon as she had finished grade school her parents asked her whether she cared to waste a few more years at high school or begin her career at once. Even if the question had been less loaded she would have given the same answer, and she was a full-time trouper at 14.

From the beginning she should have known that her parents had a certain flair for the theater which would never be hers. Her father was a proud, salty-tongued, brash man who, when he felt the urge to gamble, thought nothing of losing the band's entire Saturday payroll between the bank and the theater. He and young Imogene had very different standards of modesty and even propriety. Miss Coca still recalls with anguish an incident at a dancing school in Atlantic City which she attended one summer at about the age of 12. The head of the school was a paragon of virtue named Miss Viola. When it came time for the annual end-of-summer recital and Mr. Coca learned that his daughter was to have the honor of a solo dance, nothing would do but that he should transport his whole band down from Philadelphia and take over all the musical arrangements—a job for which, since it involved being patient with amateurs, he was entirely unsuited. Imogene got through her own number, a sort of Egyptian thing in which she carried two large discs, with only minor embarrassments caused by the fact that the arrangement of *Lakmé* which her father played was more than four times as long as the piano arrangement to which she had learned the dance. She did the whole thing three times and then, tiring of it, made up her own steps for the remaining minutes. Shortly afterward, however, her father's venture in amateur recitals came to a disastrous climax. Mr. Coca apparently had got his music disarranged, and when he started to play a minuet there was a long moment when nothing at all happened on the stage. Then the curtain parted ever so slightly and Miss Viola's head appeared. "Psst!" she stage-whispered, "Lights and Shadows." Coca, who was not used to taking orders from anybody, ignored her and started once more on the minuet. Again Miss Viola's head appeared. "Psst, Mr. Coca, please! Lights and Shadows!" Coca slashed his baton through the air and shouted one short, loud and shocking word; Miss Viola fainted and fell back upon the stage, and the recital was over.

For a person of great sensitivity the theater contains many humiliations of this sort, and Miss Coca naturally ran into her share

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so good to my budget

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You'll love their "second skin" comfort

choose from many styles...

demand one label... Spanlo

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ALL-PURPOSE *KITCHEN SHEARS*

~~\$1.25~~ VALUE
ONLY **50¢**

HERE'S YOUR BIG CHANCE to get the kitchen shears you've always wanted at the biggest bargain ever offered

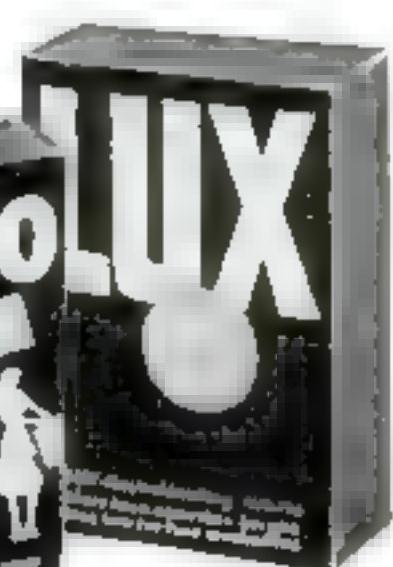
A \$1.25 value for only 50¢ and two wrappers or box tops from any two of these popular products: Lux Flakes, Rinso, Surf, Silver Dust, Lifebuoy or Lux Toilet Soap.

You'll find dozens of uses for these all-purpose shears. Use them in the kitchen for cleaning and boning fish, serving duck, cutting up chickens. Handy for cutting cardboard, twine or heavy fabrics, or flower stems. A sturdy shears made to last for years!

Send for yours today, while they last. Order several at this low price. Wonderful for shower gifts, bridge prizes, too. Just fill in coupon at right.



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wheat cereal

Kellogg's PEP with milk provides one of the most complete foods you can serve. Along with the food value of whole wheat flakes and milk, you get

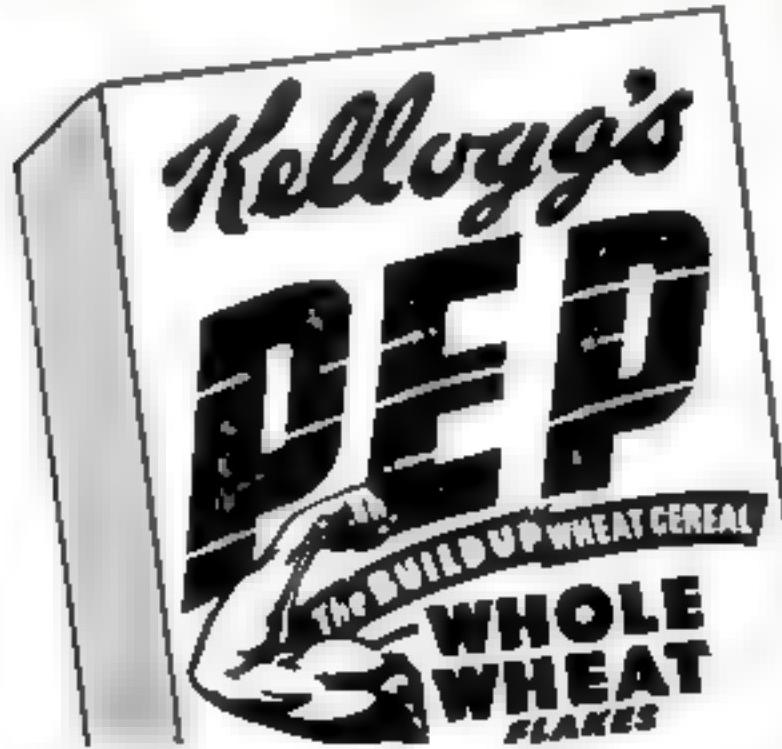
These Important Vitamin Values
A full day's needs of Sunshine Vitamin D in every one-ounce bowlful—AND more Vitamin B₁ than any other

leading brand of wheat flakes! Because of these "builder-upper" food values, food experts call it "the mighty ounce"!

Now Made Better Tasting!

Kellogg's "Protec" process brings you crisp freshness never before possible in wheat flakes. You've never tasted such fresh-flavored wheat flakes—and no other keeps so crisp!

Treat your family to Kellogg's PEP!



Freshness Insured by Kellogg's exclusive 'PROTEC' process!



Prize in Every Package!

Plastic picture rings! 16 pictures—all different Movie Stars, Sport Stars, Frontiersmen, Indians, Loafing Airplanes! 6 bright colors. One in every package of Kellogg's PEP!



WITH HER HUSBAND Bob Burton, Miss Coca studies script. Burton, whom she met when both were in *Fools Rush In* in 1934, arranges music for many of his wife's sketches.

IMOGENE COCA CONTINUED

of them even after she had put 95 miles, the distance from Philadelphia to New York, between herself and her father. One occurred at her first show of any consequence, a revue called *Shoot The Works*, produced in a spirit of philanthropy to young artists by the late columnist Heywood Broun. Miss Coca was only a supporting player, but Broun took a fancy to her singing and at rehearsal one day said, "Young lady, I've got plans for you. You meet me tonight at 8 o'clock." Miss Coca at this time possessed neither a decent dress nor a pair of stockings. She borrowed a dress from her roommate and consoled herself about the fit—her roommate was a size 14 and she a 9—with the thought that at least the dress hung down far enough to partially cover her bare legs. She met Broun and they drove in his automobile far up Riverside Drive, stopped at an apartment house and went upstairs. There, to her horror, Miss Coca found herself in the home of Composer George Gershwin. The place was full of dinner guests. Her horror was compounded when Broun said to their host, without any preliminaries, "George, this young lady can sing and I want you to write a number for her. Go ahead, Imogene, sing for the man." She did it without choking up, but her nerves did not stop jangling for several months afterward. Gershwin was either impressed or just sorry for her—she never learned which and has always suspected the worst—and did indeed give her one of his new songs.

Introducing a song by George Gershwin would have done a great deal for an unknown singer, but unfortunately the whole difficult experience came to nothing. Two days before the show opened a determined girl buttonholed Broun, though she had never met him, and said, "Now look here, you're supposed to be helping young people. Gershwin isn't young and doesn't need any help. I'm young, and I need lots of help." Broun, whose social conscience knew absolutely no bounds, substituted a song of hers for Gershwin's. It was a pretty good song—the girl was Ann Ronell, who later wrote *Who's Afraid of the Big Bad Wolf*—but it wasn't Gershwin.

CONTINUED ON PAGE 53



WITH HER TV PARTNER Sid Caesar, Miss Coca zestfully fights the battle of clichés, one of their most popular acts. Sample, on meeting: "Well, isn't it a small world!"

Snowman casserole created in San Diego especially for Breast-O'Chicken Tuna.



DIG IN! This friendly ol' Snowman is soooo happy because he's full o'a delicious tuna casserole* made with wonderful Breast-O'Chicken...the brand that brings you only the best o'tuna. It's young—it's tenda'...actually hand caught and hand selected for lightness, fine texture, delicate flavor. For the best o' hot tuna dishes...always buy Breast-O'Chicken Tuna. Dig in...fill up...be happy, too!

BREAST O' CHICKEN

brings you only the
best o'tuna



*FREE: for the best o'tuna casseroles, use your favorite recipe and Breast-O'Chicken. Write for our free recipe booklet, too. Westgate-Sun Harbor Company, Dept. L-9, 1995 Bay Front, San Diego 12, California.



THIS ALEXANDER SMITH FLOOR-PLAN RUG shows you just one of 38 broadloom patterns you may buy *ready-made* to fit your room. A blend of wool and carpet rayons gives this broadloom its fresh, crisp texture—its clean, clear color

EVERY FLOOR-PLAN RUG IS CUT AND BOUND at the Alexander Smith mill... *ready-made*, to save you money. This rug, 12' x 15' to fit this room, costs about \$200*. Other qualities in this size cost from about \$175* to about \$275*.

*It costs you less
to buy your broadloom in*

Floor-Plan Rugs

A sweep of broadloom on your floor... what can you buy, today, that gives your family such lasting pleasure? Alexander Smith Floor-Plan Rugs are the *thrifty* way to buy broadloom. They give you a choice of over 38 broadloom patterns, ready-made in 20 room sizes. And you enjoy the savings you expect when you buy anything ready-made instead of made-to-measure. Your 9' x 12' Floor-Plan Rugs, for instance, will cost from about \$100* to about \$175*, depending on the broadloom quality. Other sizes are priced comparably low. So ask to see Alexander Smith Floor-Plan Rugs the next time you're in your local department, carpet or furniture store.

Alexander Smith
FLOOR-PLAN RUGS  BROADLOOM CARPETS

*Slightly higher in the West.



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Alexander Smith & Sons Carpet Company
285 Fifth Avenue, New York 16, N. Y.

I enclose 25¢ for your Colorama book, showing me how to decorate on a low budget.

Name _____

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City _____ State _____

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NEWS SHORTS OVER THE YEARS OF CORBY'S FAME

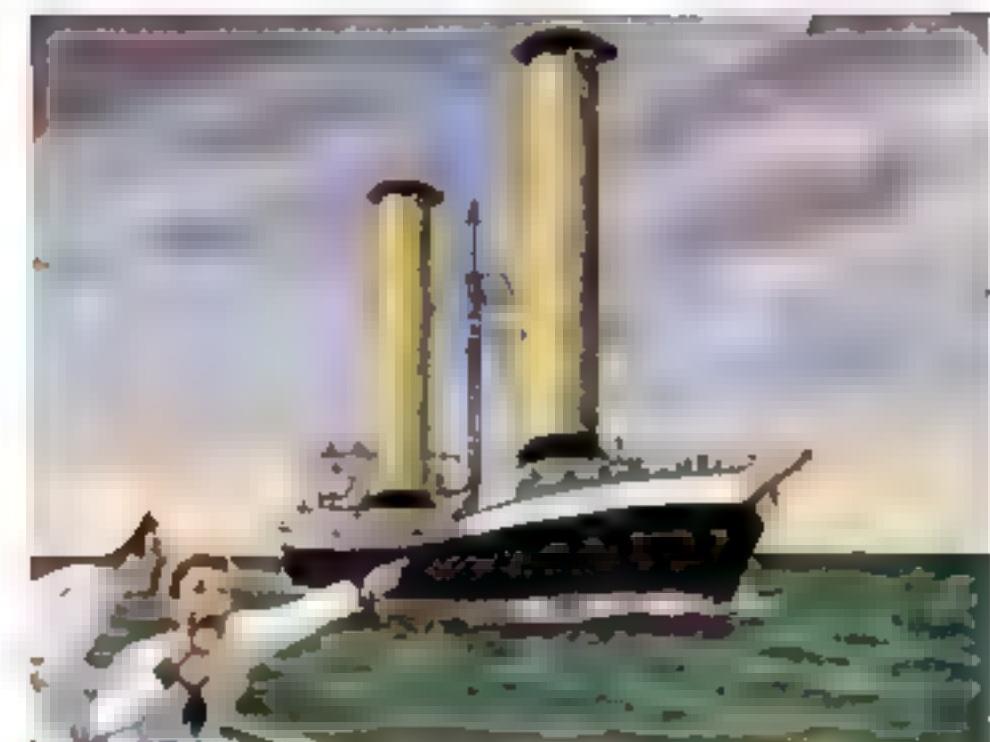
Strange ways to go places



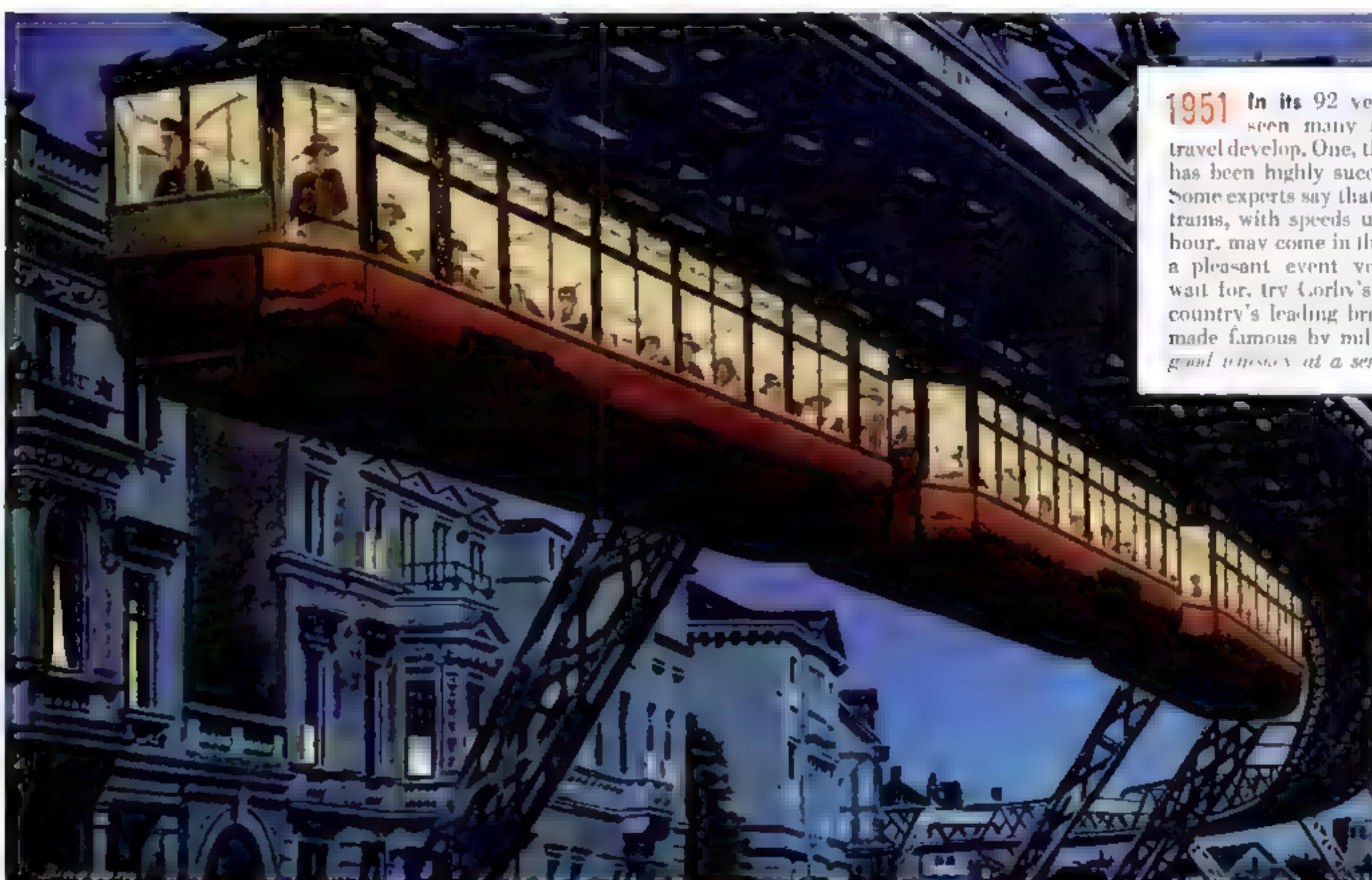
1870 In Corby's 92 years of whiskey fame, many odd forms of transportation have come and gone. This pneumatic underground railroad was one. Two giant fans pushed the car back and forth by compressed air. Many New Yorkers rode it in '70, as Corby's enjoyed its 11th birthday.



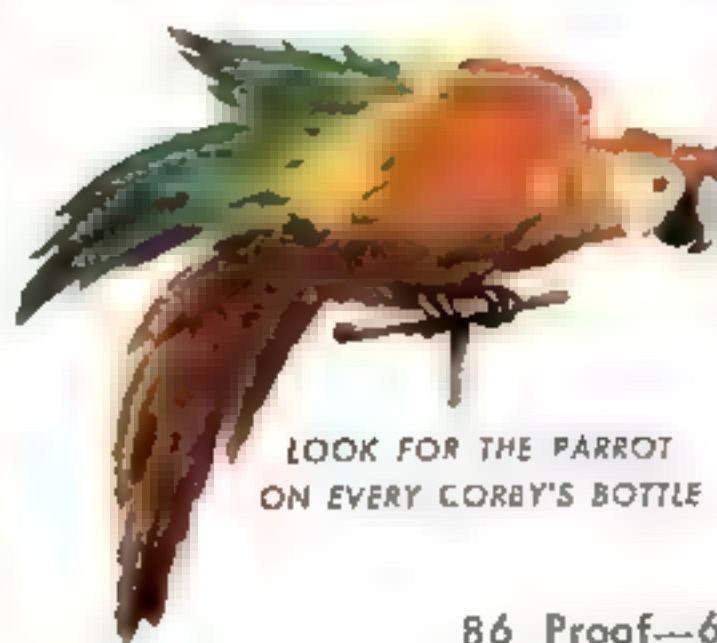
1893 Your Dad may have ridden this "traveling sidewalk" in Chicago. It was a feature of the Columbian Exposition. To ride it, one hopped on the moving platform, got off where he pleased. Top speed was 6 m.p.h. The year it was tried found Corby's riding high in popular acceptance.



1926 Sailors gaped at the *Baden-Baden*. Instead of sails or smoke stacks, she carried two giant rotors. When engines spun them in the wind, suction pulled the ship ahead. This odd craft did 9½ knots (11 m.p.h.) in 1926. By then, millions knew Corby's as a superb whiskey.



1951 In its 92 years, Corby's has seen many strange forms of travel develop. One, this monorail train, has been highly successful in Europe. Some experts say that such modernized trains, with speeds up to 300 miles an hour, may come in the near future. For a pleasant event you don't have to wait for, try Corby's soon. One of the country's leading brands, Corby's was made famous by millions who wanted *good whiskies at a sensible price!*



Say

CORBY'S

A grand old name since 1859

LOOK FOR THE PARROT
ON EVERY CORBY'S BOTTLE



86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited, Peoria, Illinois

IMOCENE COCA CONTINUED

It was probably incidents like this that built up in Miss Coca's perceptive nerve cells a whole reservoir of wry and uncomfortable observations which had to be transformed into humorous terms in order to be borne at all. The reservoir was tapped by accident one day in the '30s when she was rehearsing for a revue called *New Faces*. The theater was chilly and Miss Coca borrowed a camel's hair top-coat owned by Charles Walters, now a director at M-G-M, who happened to be one of the other new faces. Since Walters stood about 5 feet 11 and weighed 155 pounds, while Miss Coca goes 5 feet 3 and 105 pounds, the fit was somewhat ludicrous. This time Miss Coca laughed off her appearance by clowning around the stage in an imitation fan dance done with the loose-hanging ends of the coat. The producer saw it, thought it was good and put it into the show, along with some other pantomimes he was inspired to work out for her. The critics promptly hailed Miss Coca as a rising young comedienne—and that was it. She has been doing her own peculiar brand of humor ever since.

For years theater people considered Miss Coca a special kind of caviar which the general public could hardly be expected to appreciate, a reputation that was flattering but conducive to starvation. She appeared in a few Broadway shows of the ultrasophisticated type, played in nightclubs catering to the smart set and that was about all. "I'm spending three fourths of my life out of work," she complained to a friend during this period, "and the rest of it among people so chic you can hardly stand them." In 1942, when her actor husband Bob Burton went off to the Army and she lived with her mother in Philadelphia, she almost decided to get out of the business for once and all; and it has only been in the last few years that she has achieved any kind of general fame. In 1945 Phil Spitalny, who liked the way she parodied his all-girl band, contrived to get her booked with him into New York's Paramount Theater, over the strong objections of the management. She stopped the show at her first performance. Three years later Max Liebman booked her for a steady role in his television *Broadway Revue*, the predecessor of his present *Your Show of Shows*. The contract was signed over the strong objection of the show's advertising agency, but it soon became apparent that even people in saloons thought Miss Coca was funny. Thus the high-brow curse has been pretty well worn off, and she appears now for 39 weeks a year on television and has more offers for summer theater appearances around the country than she can possibly accept.

It all goes to show, Miss Coca's admirers feel, that people are much smarter than anyone is willing to admit.



AT HOME Miss Coca gets a hug from Apricot, a poodle. An exhibitionist, Apricot mortifies her shy mistress by her hammy love of being photographed.



Frances Denney can solve your most vexing BEAUTY PROBLEM

Lipstick Trouble?

This new "stay on" formula contains lipoids to bring beauty to the lips, and helps the lips to smoother, line-free, softer beauty. Six thrilling colors that stay on, in a new creamy texture that does not smear, run or cake. Truly a beauty treatment to give you luscious lips. **2.00***

Refills of this new "stay on" formula, 1.00*



Clogged Pores?

Sensational DEEP DOWN CLEANSING CREAM foams away every trace of make-up in one clean sweep. No tiny particles left to clog the pores. No more skin trouble because of half cleansing. You 'wash' this new cream onto the skin with water—it's deep down foaming action loosens pore-clogging dirt, leaving the skin cleaner and softer... **1.50***



Poor Coloring?

TEXTURE TINT, half texture lotion, half foundation. A creamy liquid that 'texturizes' the skin—and at the same time brings all-day color to your complexion. Stays on all day without touch-ups. Not necessary to use face powder. Smooths tiny lines instead of merely covering them. Five magnificent breath-taking shades. **5.00***

Skin Blemishes?

BEAUTIFYING LOTION, the newest discovery in cosmetics, really works wonders to beautify the skin that 'breaks out.' BEAUTIFYING LOTION helps bring a look of fineness to the skin when used on the face and neck that have poor texture or roughness. For all types of skin—dry, oily, even sensitive. **2.50***



*plus tax

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*More women come back
than for*

- the *only* girdle that *never rolls over... always stays up*... lets you bend naturally *below* the band.
- the *only* girdle that *comfortably slims your waist as it trims your hips*.
- the *only* girdle with the easy-stretch waistband that *always stays snug... never spreads*.

* WARNER'S STA-UP-TOP
never rolls over • always stays up



rolls up records—not tummies!

*for more Sta-Up-Top Girdles
any other Girdles in the world!*

Disappeared! Vanished! It's happening to tummy roll after tummy roll! Thousands of women all over the world wear Warner's Sta-Up-Top girdles once and love them forever.

Calling all tummy tires that want to be flat!

You have to have a stem-slim waist as well as narrow hips to be this year's flower of fashion. Warner's Sta-Up-Top hip-nipping girdles are topped with the most ingenious (bless us, it's patented too) waist-whittler a girdle ever boasted.

Does just what it says it does . . . never, never rolls over . . . always stays up as it smooths away the slightest hint of a tummy tire. That's the secret of the band's every-now-and-then bones . . . the flattest, most pliable bones you never noticed.

Waistband news for waistbind blues! The tiny bones are hidden in a lazy-stretch elastic tape—2 or 3 inches wide, take your choice—that grows like a grin with every breath you take, as it inches you in but never pinches you in . . . minds but never binds the tiniest bulge.

—*the loveliest stories begin in the middle

The girdle that can't be copied! Other girdles may look like it, but no other girdle can be made like it; no other girdle can fit like it. Insist on the one and only—Warner's Sta-Up-Top. Priced to please a MacTavish or a Miss Lavish. From \$5 to \$27.50 at the nicest stores. Match yours with a lovely Warner's bra. From \$1.50 to \$10.

100 or more styles and sizes—Sta-Up-Top girdles—nylon or not—come in everything from soft-knits to those designed to discipline under clothes that fit like a tan.

WARNER'S®
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LX CANT® • WARNERETTE®
A'LILLE® • STA-UP-TOP® • FREE-LIFT®
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Choose yours in your very own 3-Way-Sizes

Your length . . . short, medium, long or extra long. No more *too-long* girdles that ride up or *too-short* girdles that pull runs.

Your hip size . . . straight, average or full. No more *too-wide* girdles that side-wrinkle or *too-small* girdles that bind your thighs.

Your control . . . whether you like a little or a lot.



"GANG" OF ELK gathers in a meadow covered over by mist from warm spring
Because of the heat and moisture there is more grass and less snow in these areas

Winter in ONLY ANIMALS AND RANGERS ARE

Winter is the most spectacular time of year in Yellowstone National Park. The waterfalls form great cones of ice, the landscape is filled with strange shapes of drifted snow and, as the warm air from the hot springs and geysers settles on them, the trees become laden with crystallized ice. But though more than a million people visit the park from May to November, only a couple of dozen visitors ever see it in the course of a single winter, for it is as dangerous as it is beautiful. Even a completely equipped, experienced group would be refused permission to make a trip through

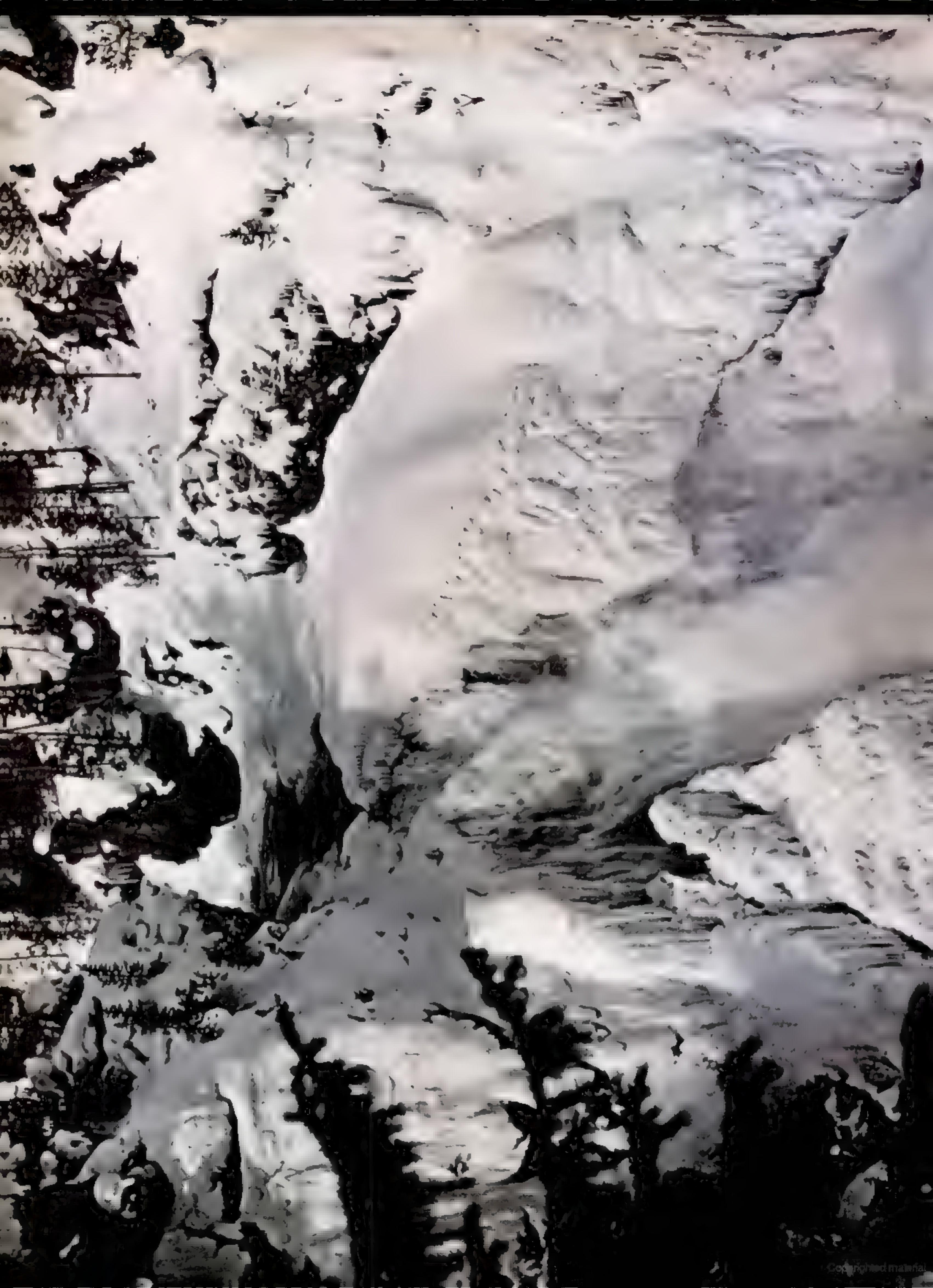
◀ PORCUPINE WADDLES THROUGH THE SNOW LOOKING FOR FOOD

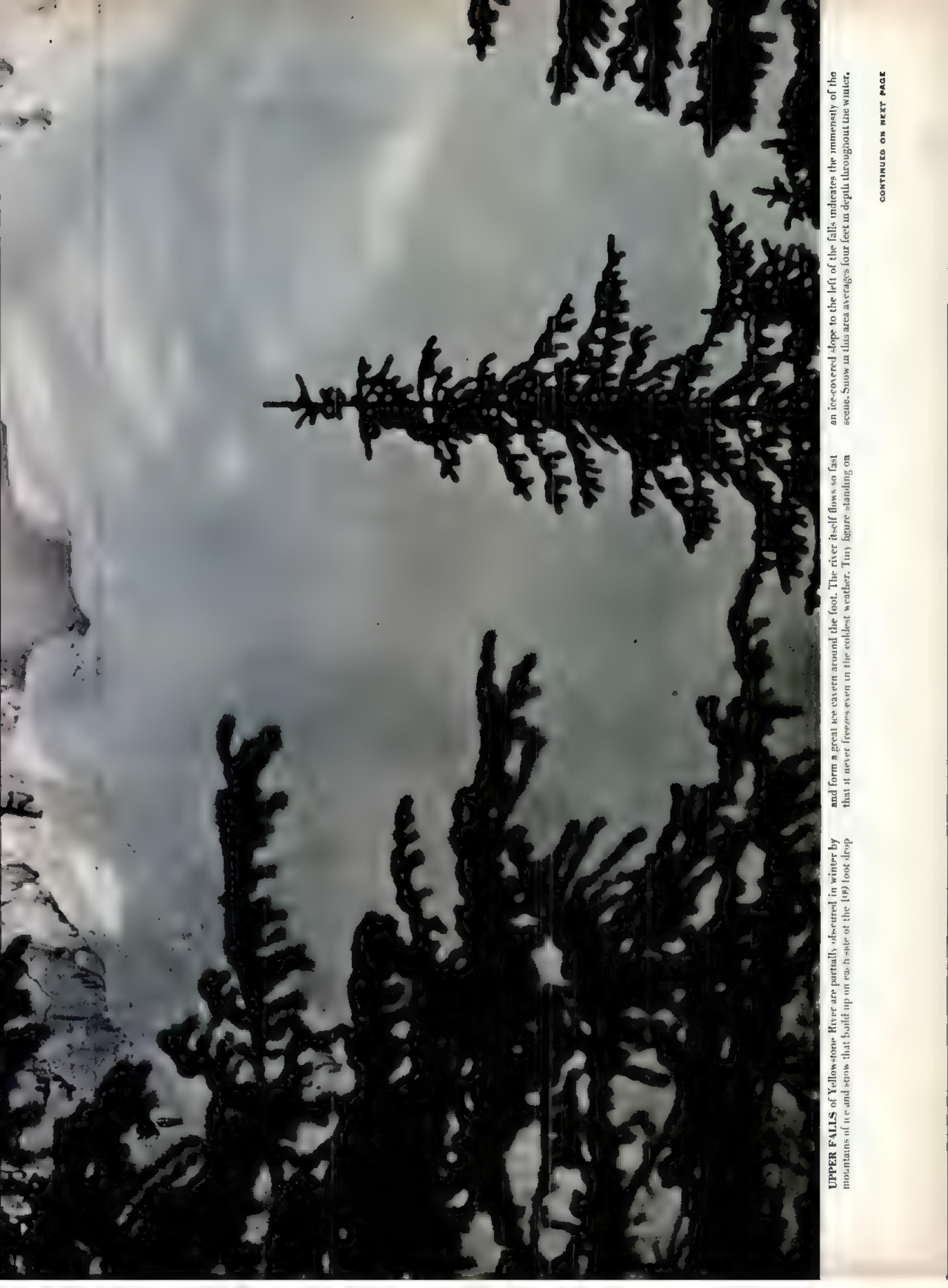


CAS TLE GEYSER near Old Faithful heats earth around it so that snow melts as soon as it falls. The column of boiling water which shoots up every 15 hours is

a solution of silica from the lava beds underneath. Over hundreds of years these silica deposits have built the 12-foot cone of "geyser rock" which forms the base.

CONTINUED ON NEXT PAGE





an ice-covered slope to the left of the falls indicates the immensity of the scene. Snow in this area averages four feet in depth throughout the winter.

UPPER FALLS of Yellowstone River are partially obscured in winter by mountains of ice and snow that build up on each side of the 109 foot drop that it never freezes even in the coldest weather. This figure standing on

CONTINUED ON NEXT PAGE



FOUNTAIN PAINT POTS by winter light look like craters of the moon. The paint pots are cones of mud forced up by escaping gas, and the pattern of cones

is constantly changing. No ice forms on mud which is hot enough to scald skin. Park authorities have put up a fence to keep enthusiastic tourists from falling in.



of the park, and elk find food more easily. Only cows and calves are in this gang the park's term for a band of elk, for bulls do not herd with families except in

the fall mating season. Other gangs which cannot find a meadow like this one spend their winters in trampled-down patches of forest known as "elk yards."

Yellowstone Park

LEFT BEHIND TO WITNESS ITS SPECTACULAR SNOW-COVERED BEAUTY

the park. The temperature stays around 20° below zero for two weeks at a time, and in 1933 Yellowstone was gripped by the coldest temperature ever recorded anywhere in the U.S.—a breath-snapping 66° below zero. Roads are buried under drifts 10 feet deep, and park authorities do not even try to keep them open. Yellowstone's 33 rangers make their patrols on skis or snowplanes.

The park's elk, buffalo and bighorn sheep forage on exposed patches (above) or paw down through the snow to reach the grass. Smaller animals

eat bark, fish, birds or each other. The main winter duty of the rangers is to check on the health and welfare of these animals, but only the buffalo need extra food to survive the rugged months—a six weeks' handout of hay during the worst of the cold weather. Yellowstone's famous bear population gives up in early November and goes into hibernation, but the bears are not the only ones to disappear from sight. In the dead of winter, even though it continues to spout, Old Faithful seems to vanish, its column hidden behind a thick screen of mist which forms around it in the wintry air.



CRYSTALLINE TREE, sparkling in the sunset, is formed when vapor from nearby hot spring condenses and freezes. Process starts on trees in early winter

and is repeated until every limb wears a solid overcoat of ice. Occasionaly weight of ice becomes so great that tree crumples and smashes up into grotesque shapes



He needs your wisest care to protect his thinner skin from harm

Take tender care of his thinner skin

You know that even a small discomfort might "hurt" that thinner skin. So you check his bathroom tissue for 3 "tender skin" qualities. "Old linen" softness to prevent chafing. Instant absorbency for clean cleansing. Just enough strength to resist shredding.



Of course you use a special baby-soft cloth when you bathe him. The kind of wash cloth you use could be too "rough" and might irritate that tender, sensitive skin. Your tiny baby looks to you to guard his comfort, you know, and his skin really is thinner than yours. Modern skin studies show that it would chase more quickly, "rub off" sooner.



More mothers every day are finding this ideal combination of "tender skin" qualities in ScotTissue. You will discover too that ScotTissue's greater value makes it the perfect choice for the whole family. You get 1000 generous full-size sheets to a roll. ScotTissue goes further, lasts longer.

Trade Marks "ScotTissue," "Soft as old linen," Reg. U. S. Pat. Off.

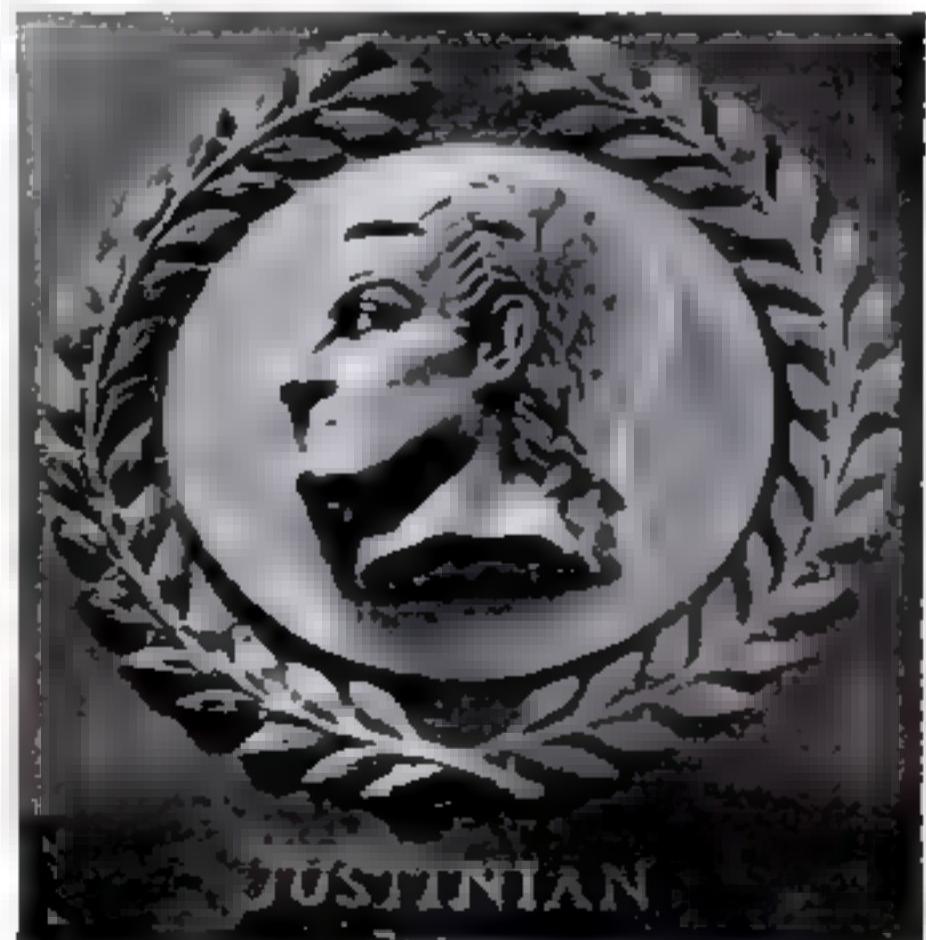
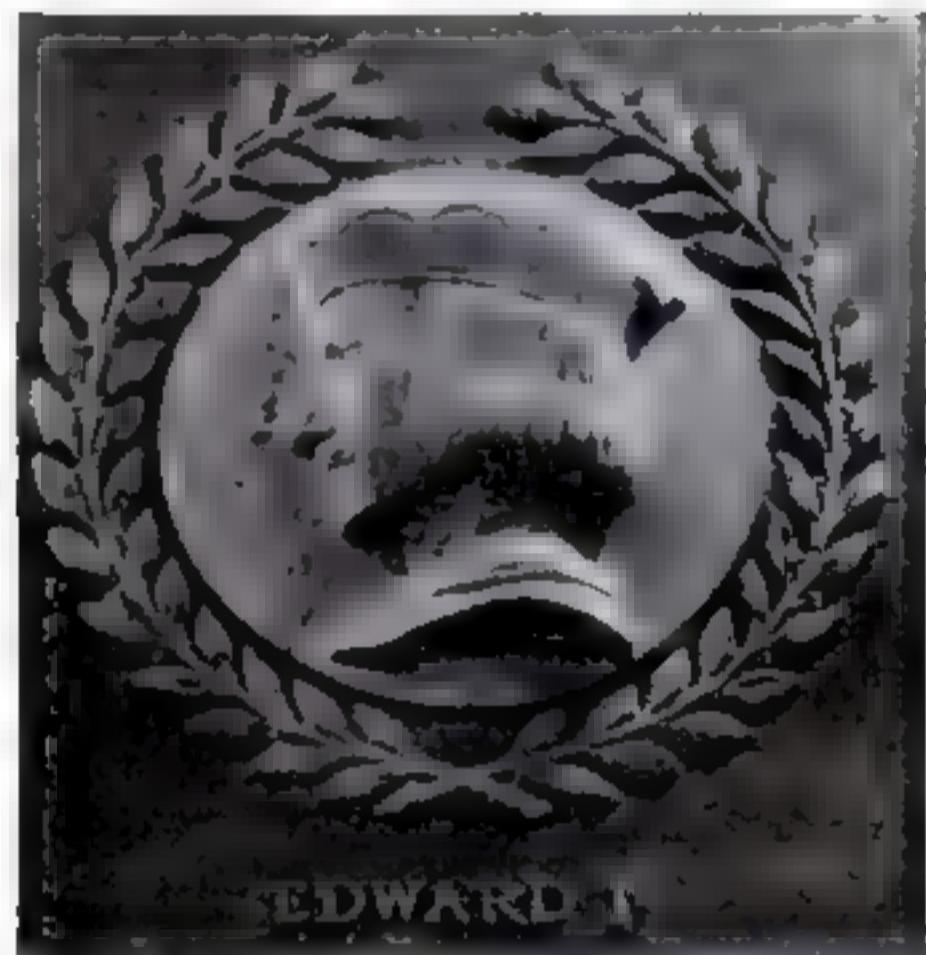
1000 Full Size Sheets—Soft As Old Linen

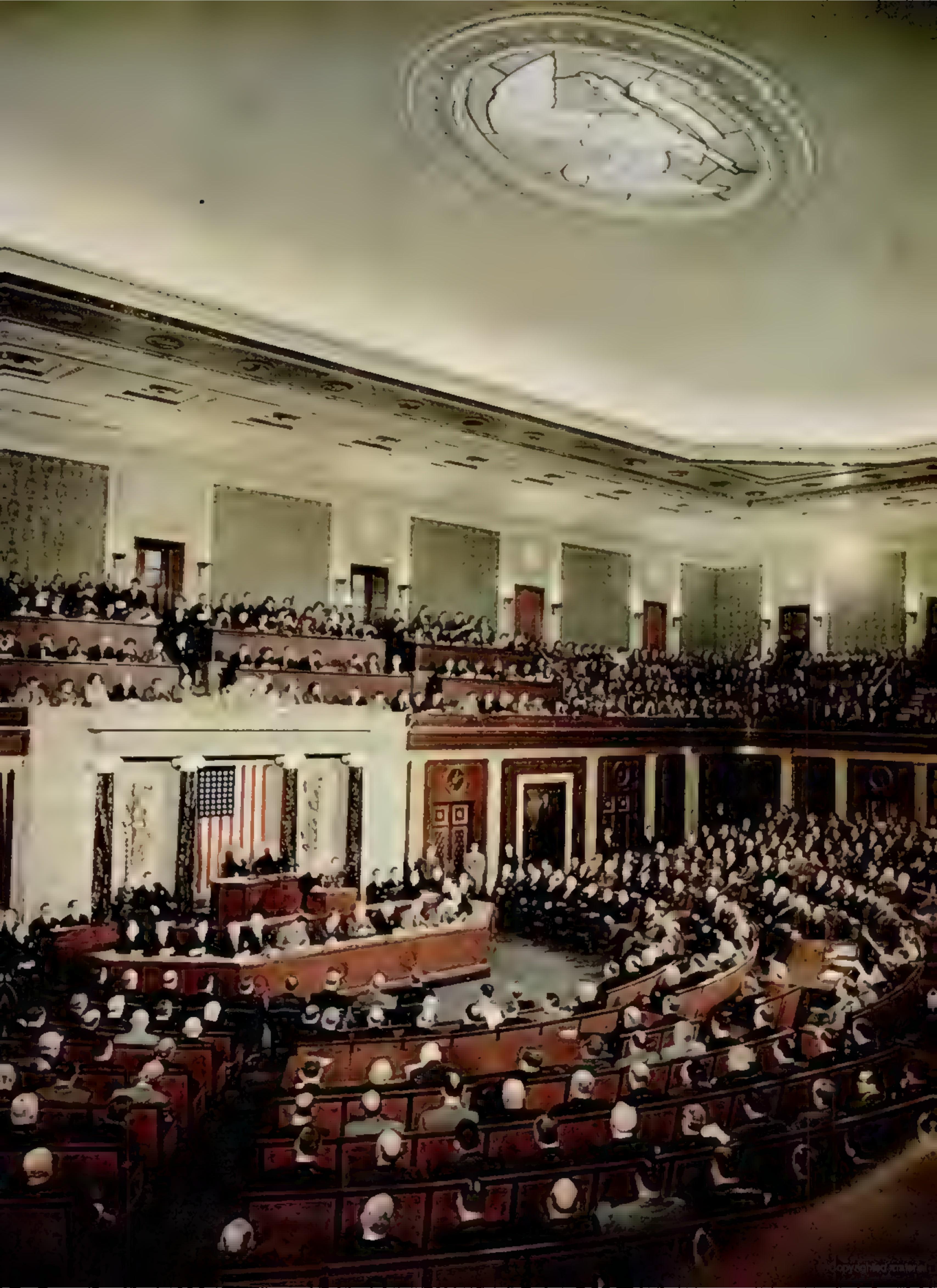


CONGRESS HAS FACE LIFTED

New comforts please the solons
but new plaques stir up trouble

In 1940 engineering surveys showed that the ancient, iron-girdered glass ceilings of the U.S. Capitol's House and Senate chambers were in imminent danger of falling on the lawmakers. Congress had the roof propped up with steel lacing, eventually authorized a \$5 million, 10-year research and repair job. Last month, after the work was finally finished, Congress moved in. Most members liked the new air conditioning, the better acoustics and the good lighting. Decorating the chamber were 23 new plaques of great lawgivers which sent some members back to their history to look up Lycurgus (Spartan lawmaker), Edward I (founder of the English parliamentary constitution), William Blackstone (English jurist) and George Mason (author of the Virginia Declaration of Rights). One diehard, John Rankin, approved of the plaques of two Americans, Jefferson and Mason, but objected to all the foreign lawmakers except Moses. As for the others, declared the Mississippian, replace them with native products like Robert E. Lee and Jefferson Davis.







**BORDEN'S CHATEAU ADDS ZIP
AND NOURISHMENT TO MEATLESS MEALS!**

For eating's sake, we urge you to compare Chateau with other process cheese foods.

Cold or hot . . . in sandwiches or cooking . . . Borden's Chateau has a mellow-mild flavor, a richness, a clean-slicing texture unlike any other cheese food! Not sharp—but rich and mellow as fine American Cheddar should be. Every ounce adds protein nourishment to meatless meals.

Get Borden's Chateau—½-lb. pkg. (plain or pimento) or 2-lb. loaf—at your store today and treat your family to cheese-rich main dishes. Try the three good ideas on the right! →



**BORDEN'S GRATED AMERICAN
MELTS AND TOASTS TO CRUSTY BROWN ON TOP!**

For a tempting cheese-rich crust of golden brown on bubbling casseroles of vegetables, macaroni, or potatoes, be sure to use Borden's Grated American Cheese. It's made with fine-flavored American Cheddar cheese—dried and grated for your convenience. In handy 2-oz. and 4-oz. shaker top canisters at your store.



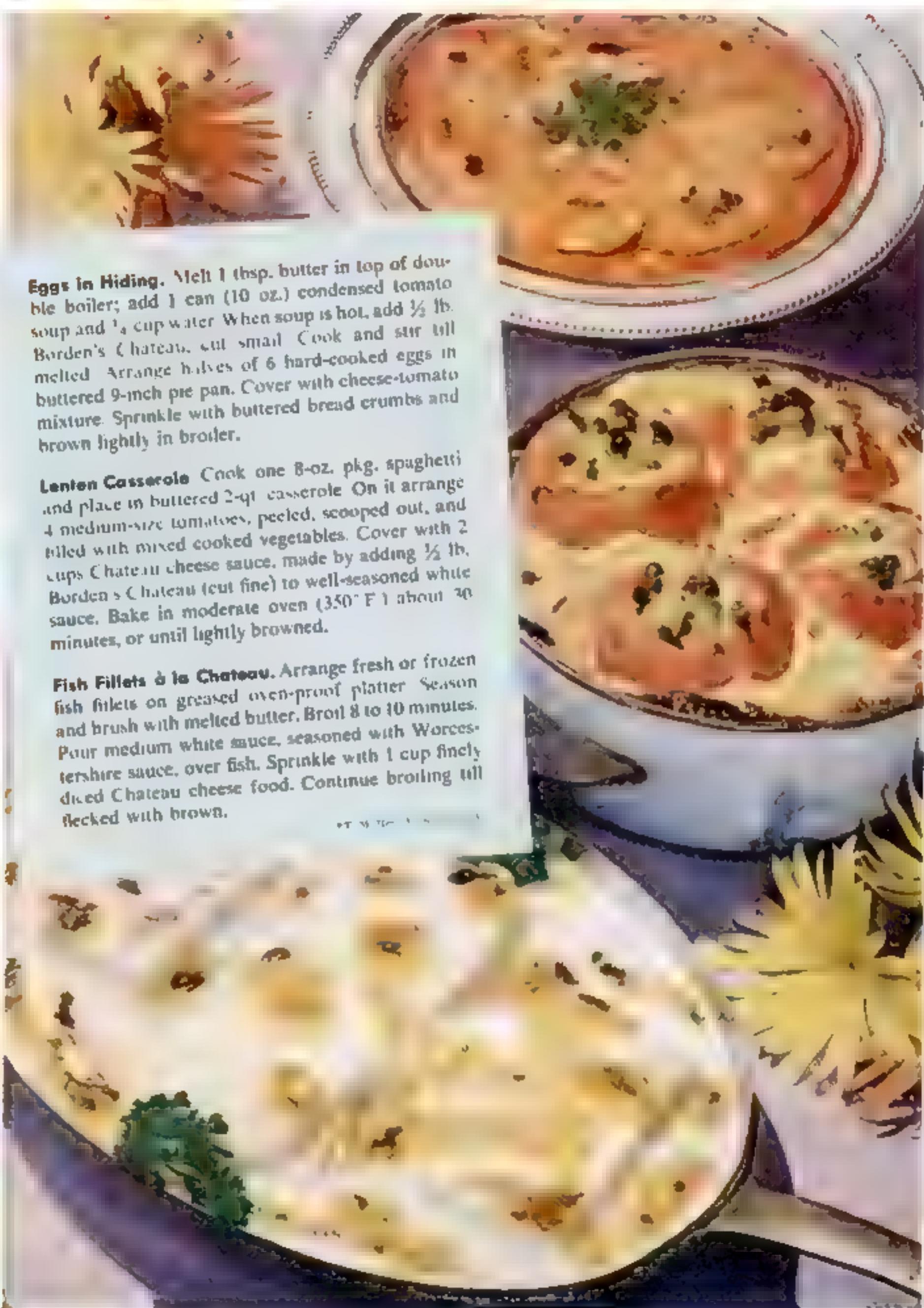
**BORDEN'S NEW CREAM CHEESE
—ALWAYS SO REFRESHINGLY FRESH!**

Discover the wonderful difference in Borden's Cream Cheese! It's made by a brand-new formula with the accent on *freshness*! Fresher flavor! Lighter, fluffier texture! New freshness in the creamy-white look of it!

Delivered fresh to your store—a special wrapper, sealed at both ends, keeps it fresh longer. A guarantee on every package assures you of full credit if not entirely pleased. Be sure to get Borden's Cream Cheese. Look for Elsie's head on the 3-oz. or 8-oz. packages in your grocer's dairy case.

Here's a cheese food you'll use 40 different ways during Lent!

(See what exciting things **BORDEN'S CHATEAU***
can do for eggs and fish and vegetables!)



Eggs in Hiding. Melt 1 tbsp. butter in top of double boiler; add 1 can (10 oz.) condensed tomato soup and ½ cup water. When soup is hot, add ½ lb. Borden's Chateau, cut small. Cook and stir till melted. Arrange halves of 6 hard-cooked eggs in buttered 9-inch pie pan. Cover with cheese-tomato mixture. Sprinkle with buttered bread crumbs and brown lightly in broiler.

Lenten Casserole. Cook one 8-oz. pkg. spaghetti and place in buttered 2-qt. casserole. On it arrange 4 medium-size tomatoes, peeled, scooped out, and filled with mixed cooked vegetables. Cover with 2 cups Chateau cheese sauce, made by adding ½ lb. Borden's Chateau (cut fine) to well-seasoned white sauce. Bake in moderate oven (350° F.) about 30 minutes, or until lightly browned.

Fish Fillets à la Chateau. Arrange fresh or frozen fish fillets on greased oven-proof platter. Season and brush with melted butter. Broil 8 to 10 minutes. Pour medium white sauce, seasoned with Worcestershire sauce, over fish. Sprinkle with 1 cup finely diced Chateau cheese food. Continue broiling till flecked with brown.

Borden's Fine Cheeses

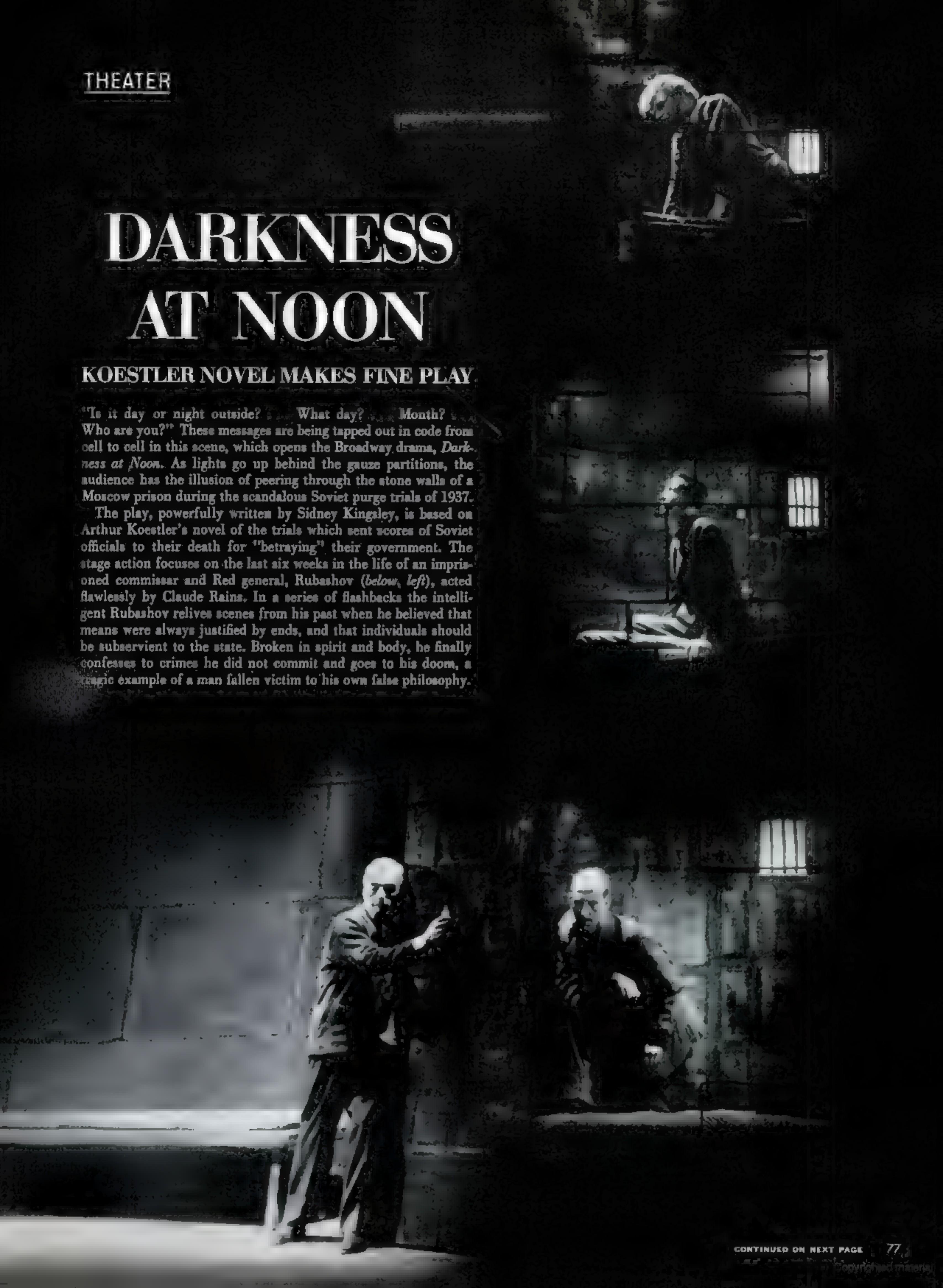
FOLKS WHO KNOW CHEESE SAY "BORDEN'S, PLEASE!"

DARKNESS AT NOON

KOESTLER NOVEL MAKES FINE PLAY

"Is it day or night outside? . . . What day? . . . Month? . . . Who are you?" These messages are being tapped out in code from cell to cell in this scene, which opens the Broadway drama, *Darkness at Noon*. As lights go up behind the gauze partitions, the audience has the illusion of peering through the stone walls of a Moscow prison during the scandalous Soviet purge trials of 1937.

The play, powerfully written by Sidney Kingsley, is based on Arthur Koestler's novel of the trials which sent scores of Soviet officials to their death for "betraying" their government. The stage action focuses on the last six weeks in the life of an imprisoned commissar and Red general, Rubashov (below, left), acted flawlessly by Claude Rains. In a series of flashbacks the intelligent Rubashov relives scenes from his past when he believed that means were always justified by ends, and that individuals should be subservient to the state. Broken in spirit and body, he finally confesses to crimes he did not commit and goes to his doom, a tragic example of a man fallen victim to his own false philosophy.



Wembley NOR-EAST* NON-CRUSH* TIES Finest Valentine Gift Tie



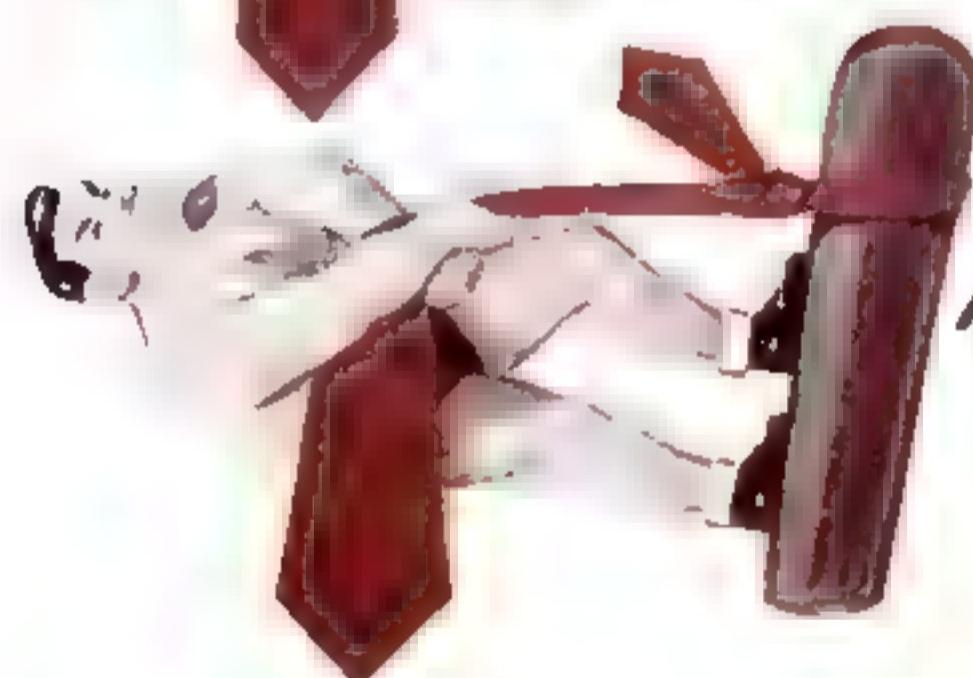
6 FAMOUS FEATURES

1. Non-Crush
2. Durable
3. Cleanable
4. Fadeproof
5. Economical
6. Fashionable

Crush it!



Twist it!



Knot it!



*Not a
Wrinkle!*



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World's Longest-Wearing Tie

WEMBLEY, INC.—EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

"Darkness at Noon" CONTINUED



HIS SWEETHEART (Kim Hunter) is seen by Rubashov in a prison reverie. She had been his secretary and a loyal party member, but for political reasons he refused to save her from being shot for sabotage which she did not commit.



HIS FRIENDS, cutting capers in a cafe, appear to him in another reverie. They were ardent Communists who were leading a strike against fascist shipping. Because of orders from "the Leader," he had them arrested and deported.



HIS NEMESIS overtakes him in the form of a sadistic young Soviet prison officer (Walter Palance), who holds him in contempt for being a fuzzy-minded old intellectual and finally wrings from him a fantastic confession of treason.

CONTINUED ON PAGE 81

Have a BRIGHTER

Pancake Day



with LIGHTER Pillsbury Pancakes



Official
PANCAKE DAY
February 6



Settle down to a stack of *lighter* Pillsbury pancakes . . . and eat all you want! These pancakes are truly *lighter*! Lighter than you ever thought pancakes could be. Pillsbury has developed its pancake mix over the years to make sure that you get pancakes with the lightness you prefer. Golden brown in color . . . delicate in flavor—light, tender, fluffy Pillsbury pancakes! Easy to make . . . you just add milk. And for good old-time buckwheats—get Pillsbury Buckwheat Mix.

Pillsbury
PANCAKE MIX

You and
Ann Pillsbury can
make a great team



Original Rogers Silverplated Teaspoons. Exclusive Lady Ann pattern—only 50¢ and six coupon values. Send to Pillsbury, Box 150, Minneapolis, Minnesota. Complete silver service available. Extra-Value coupons with all Pillsbury packages. Write for free premium booklet.



Men prefer
SWANK

For your Ace of Hearts!

Want to rate queen-high with an ace? Give him this glowing Beau Knot jewelry for Valentine's Day. Tie Klip and Cuff Links, deftly designed by SWANK to win any masculine heart. In red stone, blue stone or two-tone metal. Tie Klip, \$2.95. Cuff Links, \$2.95. The set, gift boxed, \$5.95. Also, Tie Chain (not shown) \$2.95.

Prices subject to Federal Tax

SWANK on jewelry, belts and wallets means QUALITY

SWANK © Swank, Inc., Attleboro, Mass.



Darkness at Noon CONTINUED



SCORNING HELP from his friend Ivanoff (left), Rubashov faces doom.

TRIAL IS "WEIRD, GHASTLY GAME"

Ever since top Soviet leaders made their wholesale confessions of treason in the late 30s, the world has wondered how such testimony was wrung from patriotic men. *Darkness at Noon* traces some steps which led to the confession of Rubashov, whose character is a composite of half a dozen old guard Bolsheviks.

When he was first thrown into jail Rubashov disdained his captors. When the prison investigator, a former comrade named Ivanoff, offers him a prepared confession to sign, Rubashov refuses this easy way of slipping out of trouble. Then Ivanoff himself is shot for not toeing the party line, and Rubashov is turned over to the barbarous young official, Gletkin. Says Gletkin, "... We have learned to recognize your defectiveness ... like garbage—by the smell of you. You were needed for a while. . . . But a new generation is at the helm now. . . . Understand? There will be no bargains! . . . You are going to die. The only question is whether you will die uselessly or whether you will confess and perform a last service for the party. But die you will."

Rubashov's breakdown comes when he begins to realize how futilely he has sacrificed his sweetheart and his comrades to an inhuman and rotten government. When the U.S.S.R. supreme court accuses him of being a traitor and spy, Rubashov, knowing he will die anyway, confesses numbly in a spirit of atonement for the mistakes of his whole life.

At the end of what he calls a weird and ghastly game, just before he is led off to be shot, Rubashov addresses Gletkin. "We are gone. Only you remain. History is in your hands. If I could only make you understand what we dreamed and where in the very beginning we failed. . . . You don't build a paradise out of concrete, my son." Gletkin snarls, "I am not your son." Rubashov, realizing that he has fathered the new order, replies, "Yes. Yes you are. That's the horror."

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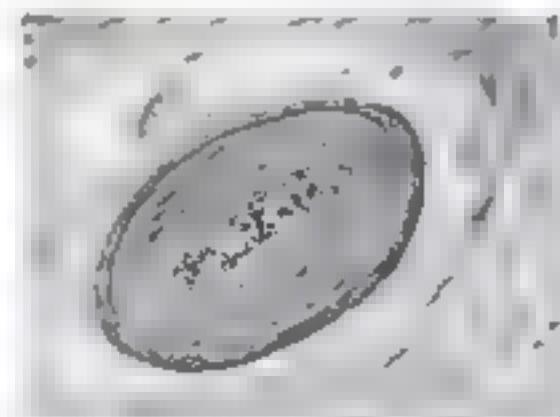
FROSTBITE VICTIMS shiver in the bitter Korean winter while waiting for a plane to evacuate them. They were caught in encirclement, could not protect themselves from the subzero temperatures.



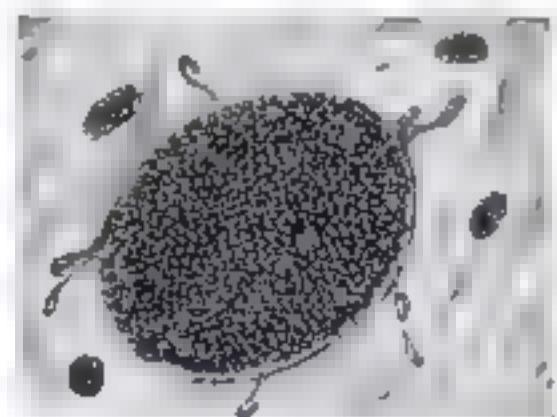
ONE LAST CIGARET is allowed each frostbite casualty when he reaches Japan. Tobacco is then strictly forbidden because smoking constricts small blood vessels, retards circulation in frozen parts.



THEIR CRIPPLED FEET EXPOSED, FROSTBITEN GIs LIE IN A WARD OF BASE HOSPITAL IN



FIRST STAGE of frostbite is the frozen state in which the flesh is white and hard. Blood vessel walls close in (as shown in stylized sectional drawing of one blood vessel above) so that all circulation is stopped. The hands and feet are most subject to frostbite since they are the most difficult for the body to keep warm. Ninety per cent of Korea cases are feet, 9% are hands. Others are ears, noses.



SWELLING and reddening of the whole hand comes soon after the frostbitten flesh is thawed out. Blood pours back into the tissues in great quantities as the blood vessels open up once more. The vessels are now enlarged and tightly packed with red cells. Their walls, damaged by the freezing process, begin to leak and fluid escapes into surrounding tissues, forcing them to expand, swell enormously.

NEW TREATMENTS FOR FROSTBITE

They save limbs of Korean casualties

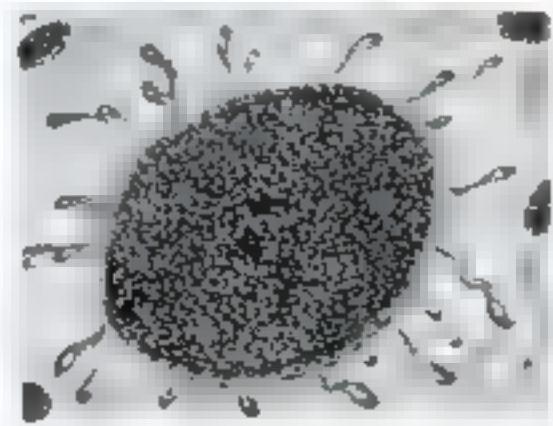
In the military hospitals of Japan and the U.S. there are several thousand casualties of the Korean war who bear no scars from enemy weapons. These men are victims of frostbite, a trivial-sounding but terrible affliction in which the flesh freezes solid, then dies and decays.

Frostbite is caused by cold but almost never by cold alone. The 25-below-zero temperature in the North Korean mountains did little harm to the U.N. troops as they moved northward in an orderly advance. But when the same men turned in desperate retreat through the same ice-bound region the Korean winter struck them down by the hundreds. They were often immobilized, pinned down by enemy fire. There were no replacements. The wounded lay too long on the frozen ground. It was the military situation rather than the harsh climate that produced most of the 5,300 frostbite casualties listed so far for the U.S. Army and Marines.

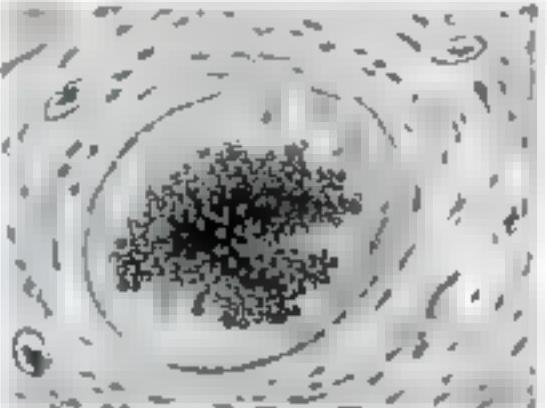
In World War II most of the so-called "frostbite" cases treated during the Battle of the Bulge were really trench-foot cases. When the Korean war began, the Army was inexperienced in dealing with true frostbite under combat conditions. Yet Army doctors have now set up an efficient program to cope with it. Along the fighting front itself GIs with frozen hands and feet are hurried to aid stations where the hard, white flesh is slowly thawed out at room temperature. At the nearest field hospital they usually get injections of procaine to deaden their pain and, if they are not otherwise wounded, shots of an anticoagulant called heparin which prevents the clotting of blood in the injured parts. Within a few days the patients are flown to a special hospital in Osaka, Japan. There, with bed rest and constant medication (*left*), the milder cases are cured and discharged. Most of the seriously injured are treated for three or four weeks. Then, if they are well enough, they are flown back to Percy Jones General Hospital in Battle Creek, Mich., to complete their recovery.

The main objective of the doctors at Percy Jones is to save the black and gangrenous limbs of their patients from the amputations that would have been almost automatic during World War II. In the great majority of cases they have been successful. They concentrate on maintaining circulation in the damaged part with drugs which speed the flow of blood. In most cases new flesh grows again and dead flesh peels away. Where whole hands would once have been amputated, fingertips are now removed. Men whose entire feet were black and mummified have walked out of Percy Jones without a limp.

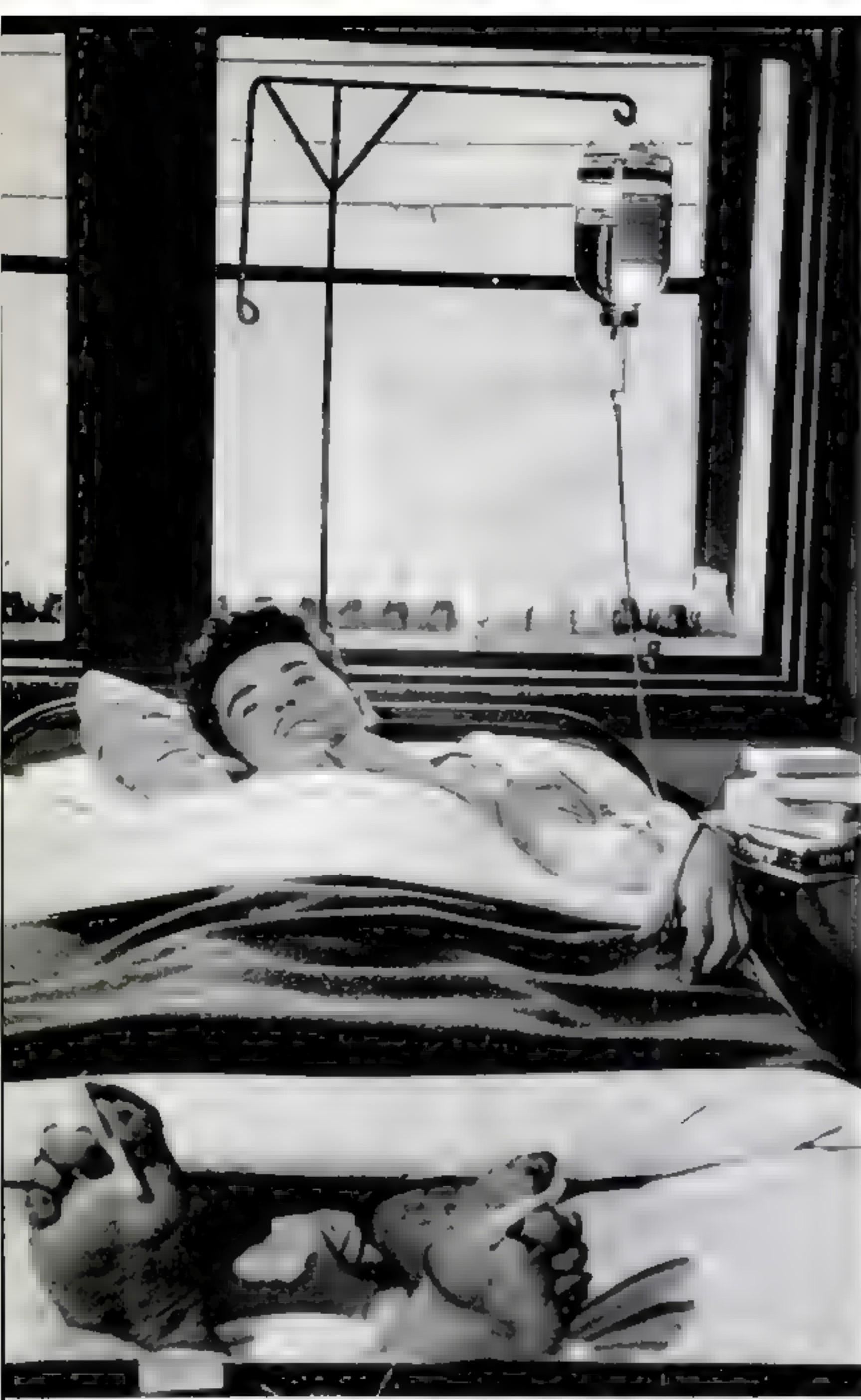
OSAKA, JAPAN, WHERE NEW TREATMENTS HAVE GREATLY REDUCED AMPUTATION RATE



BLISTERS mark the development of the third stage. These usually form between 6 and 24 hours after the skin begins to turn red though in the least severe cases they may not appear at all. The blisters occur because of the continuing seepage of fluid out of the engorged blood vessels. When frostbite reaches this point the skin must be kept absolutely clean to avoid the constant danger of infection.



GANGRENE is the final stage of frostbite. The fleshy part of the hand returns to normal but the frostbitten fingers become withered and black. Blood vessels are now packed hard with red cells which clot together and lose their form. Bits of clotted blood are also scattered through nearby tissue. In a case as severe as this, the first two joints of the fingers probably would have to be amputated.

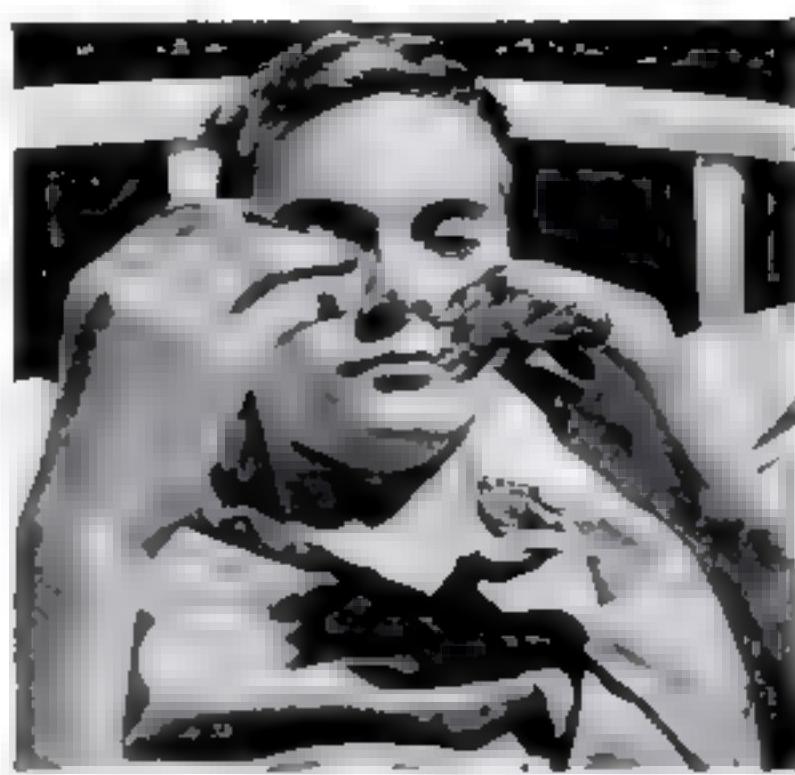


PROCAINE IN SUGAR-WATER is piped into Pvt. Robert Whitehead's veins at Osaka to increase circulation (by preventing spasms) and help kill pain. Besides two quarts of procaine solution, patients get several injections of heparin each day to prevent coagulation of blood. Cokes and candy help men forget cigarettes.



ANKLE EXERCISE at Percy Jones helps restore circulation to toes. Feet are propped up and slowly rotated, then hung over bedside and rotated some more.

Frostbite CONTINUED



BALDRIDGE CONVALESCES AT BATTLE CREEK

FROZEN DURING HUNGNAM RETREAT, A YOUNG GI RECOVERS IN THE U.S.

Like most of the young patients slowly recovering under Percy Jones's intensive treatment, 19-year-old Pvt. John Baldridge (above) came to the hospital with extreme injury to both hands and feet. Like most of them, he got his injury during the early part of the retreat in Korea. Baldridge was cut off with two battalions north of the Changjin reservoir. Supporting artillery had been annihilated, and the men fought for three days with small arms. On the fourth day they began to fight their way south toward the Marines at Hambung. "We were walking along, firing all the way," Baldridge said. "You could see them on either side of the road and sometimes they'd be right next to you. About noon I got hit in the leg. It didn't hurt so much but I got weak sometimes. Blood was squirting out the top of my boot. It was about 25° below zero."

At 10 p.m. they hit a road block and the GIs decided to try to ram through with their trucks. "I held onto the side of the first truck with one hand and held my gun in the other," said Baldridge. As the trucks roared ahead into the darkness he fired with his free hand. "Where my left hand was bent around the post I couldn't open it. I knew it was freezing," he said. A mortar exploded. Baldridge came to at 4 a.m. just as the Reds were starting their attack and managed to crawl away through heavy machine-gun fire. Next day he draped himself in a Korean sheet and made his way through the enemy lines to the Marines. "It took them 30 minutes to get my boots off," he said. "They were froze stuck to my feet." Back in Japan they operated on his leg and told him that he would lose most of both feet. But lying in his bed at Percy Jones, holding up his black, shrivelled fingers, Pvt. Baldridge was able to smile. "They'll cut off my toes," he said, "but they'll save the balls of my feet. I'm glad of that."



WHIRLPOOL BATH gently massages frostbitten hands and feet with swirling currents of 100° water. This treatment can be used only after all gangrene is gone.

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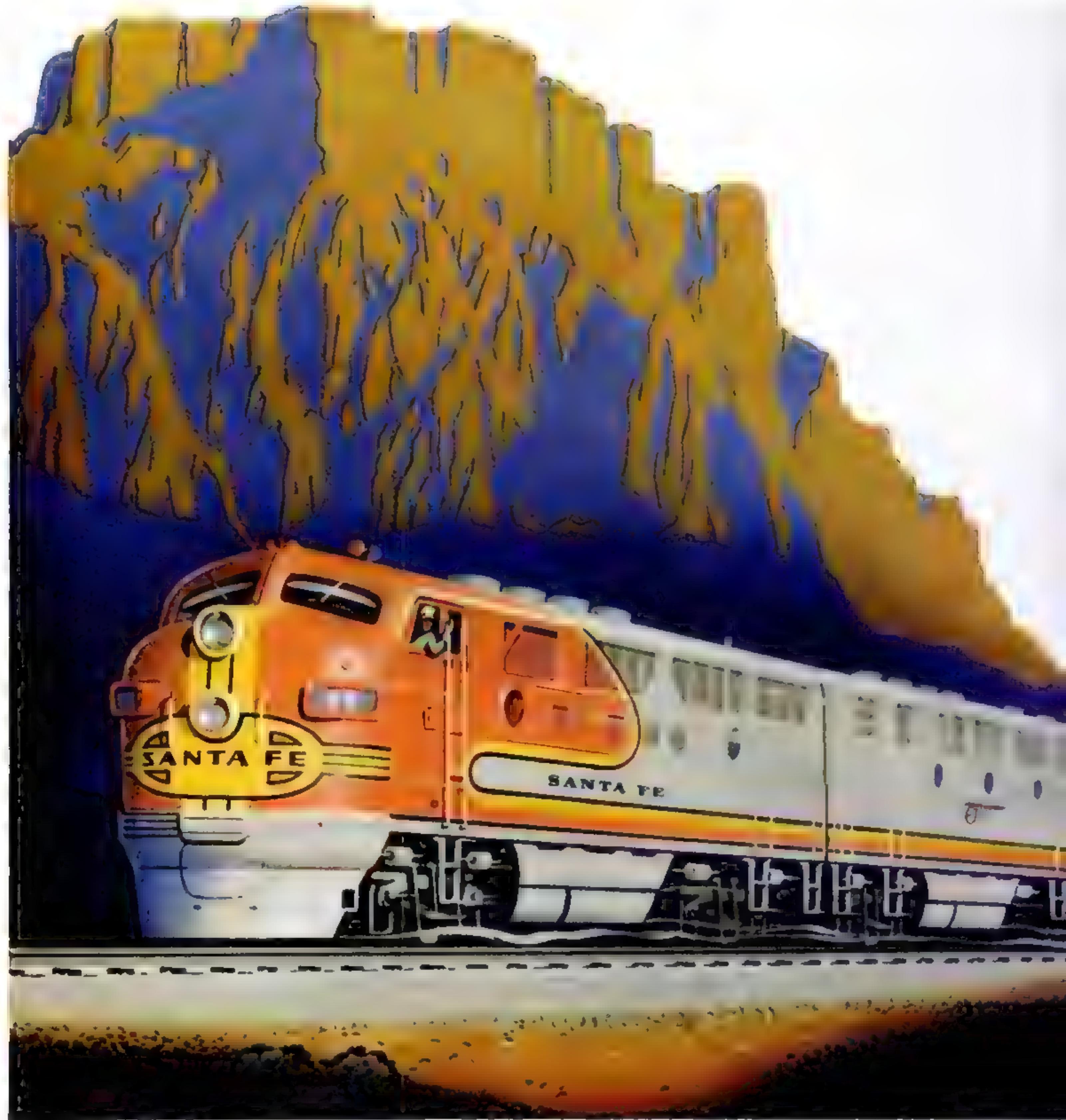
extending up into the roof, let you walk in and out without knocking off your hat. Kaiser's new *Safety-Cushion Padded Instrument Panel* guards against the hazards of sudden stops. The smooth and thrifty power of Kaiser's new *Supersonic Engine* saves you money every mile!

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BIG TOM MURPHY

NEW YORK'S OUTSIZE POLICE COMMISSIONER EQUABLY HANDLES SOME OUTSIZE POLICE PROBLEMS

PHOTOGRAPHED FOR LIFE BY MICHAEL ROUGIER

Last week the nation's biggest police department and the man who is almost certainly the world's biggest police commissioner were getting worn into each other's ways. Most of the wear was being sustained by New York City's 19,100-man police force. The wear and tear of his job on Thomas Francis Murphy's massive, 6-foot 4-inch frame appeared negligible.

"Murph," already a Manhattan landmark, is a slow-speaking man, upright in posture, quietly forthright in manner. Before his appointment he had been an assistant U.S. attorney for eight years and had won all his cases, including the famous trial of Alger Hiss. Named by an interim mayor, Vincent Impellitteri, to what then appeared to be an interim job (LIFE, Oct. 9), he was confirmed in it by Impellitteri's election. As a civilian commissioner (his three predecessors were veteran police-

men) he faced some outsized headaches. Parts of New York's justly famous police had encountered curious difficulty in suppressing gambling and had simultaneously acquired big-screen television sets and big-figure bank accounts. There were other evils. Murph thoughtfully ran a thumbnail through his sumptuous mustache (see cover), went to work. He "broke" every member of the 336-man Plainclothes Squad, which presumably polices gambling and harlotry, replaced them with young cops. He got to know the cop on the street (above), inaugurated promotions-through-merit, made clear he meant business. In certain police quarters, as among the cadres of gamblers, hoods and pimps that make New York the fermentative town it is, this incurred some enmity. But down through the sensitive filaments of the department went the word: "Murph's a right guy."



BIG TOM CONTINUED

SIGNING the blotter when he visits a precinct is a rite Murph occasionally forgets.

WORLD'S TOUGHEST POLICE JOB

NEW YORK'S COMMISSIONER HEADS A HUGE SECURITY COMPANY

It is widely held that being police commissioner of New York is the toughest police job in the world. New York's commissioner is in effect chairman of the board of a huge public utility (annual budget: over \$100 million) that supplies personal and property security to almost 8 million people. To do this the utility must police 323 polyglot square miles of teeming slum, aloof apartment and glittering business districts, patrol 5,600 miles of streets, guard 29,857 intersections and 578 miles of waterfront. The board chairman necessarily must deal with his employes through assistants—in Murph's case through Chief Inspector August Flath and Chief of Detectives Conrad Rothengast. They confer daily (*below*) on discipline, promotions, transfers, over-all and individual precinct efficiency, departmental policy ("Civilian defense is taking so many men, hadn't we better eliminate the police baseball team?"). Additionally the commissioner hears reports on trials of all officers accused of breaking regulations and can (Murphy always does) grant interviews to convicted cops who ask for it. He has to discuss police pensions, of which he is the custodian,

with a deputy commissioner, taxi licenses and pistol permits with others, award departmental decorations and make himself available to cops who want transfers or to civic organizations who come in with complaints. A vital part of his schedule is the daily conference with Assistant Chief Inspector James Kennedy, head of the Confidential or "shoo-fly" squad which is the commissioner's personal, 25-man police force. They investigate complaints sent directly to him ("Gambling's running wide open in such-and-such precinct") and find out whatever the commissioner wants found out, which in effect means that they police the police department. Murphy sees James Kennedy first thing each morning.

Deeply concerned with the men under him, Murph takes on extra duties. He insists on being called day or night when "a heavy one" breaks—major homicide, robbery or raid—and usually goes out on it. He makes surprise visits to precincts and even the police academy to find out at first hand what is going on. This makes for a busy day which begins (*following pages*) at 6:30 a.m., sometimes does not end for 20 hours.



TOP BRASS confer every morning. Left to right: Murph, August Flath, Assistant Chief Inspector James McElroy, Conrad Rothengast, James Kennedy.





INSPECTING HIS MEN, as at 47th Street station's 8 a.m. turnout, is something Murph likes. Says he: "New York cops look better than cops anywhere."



AT THE POLICE ACADEMY, whose activities he was the first commissioner ever to inspect, Murph watches recruits go through physical culture exercises.

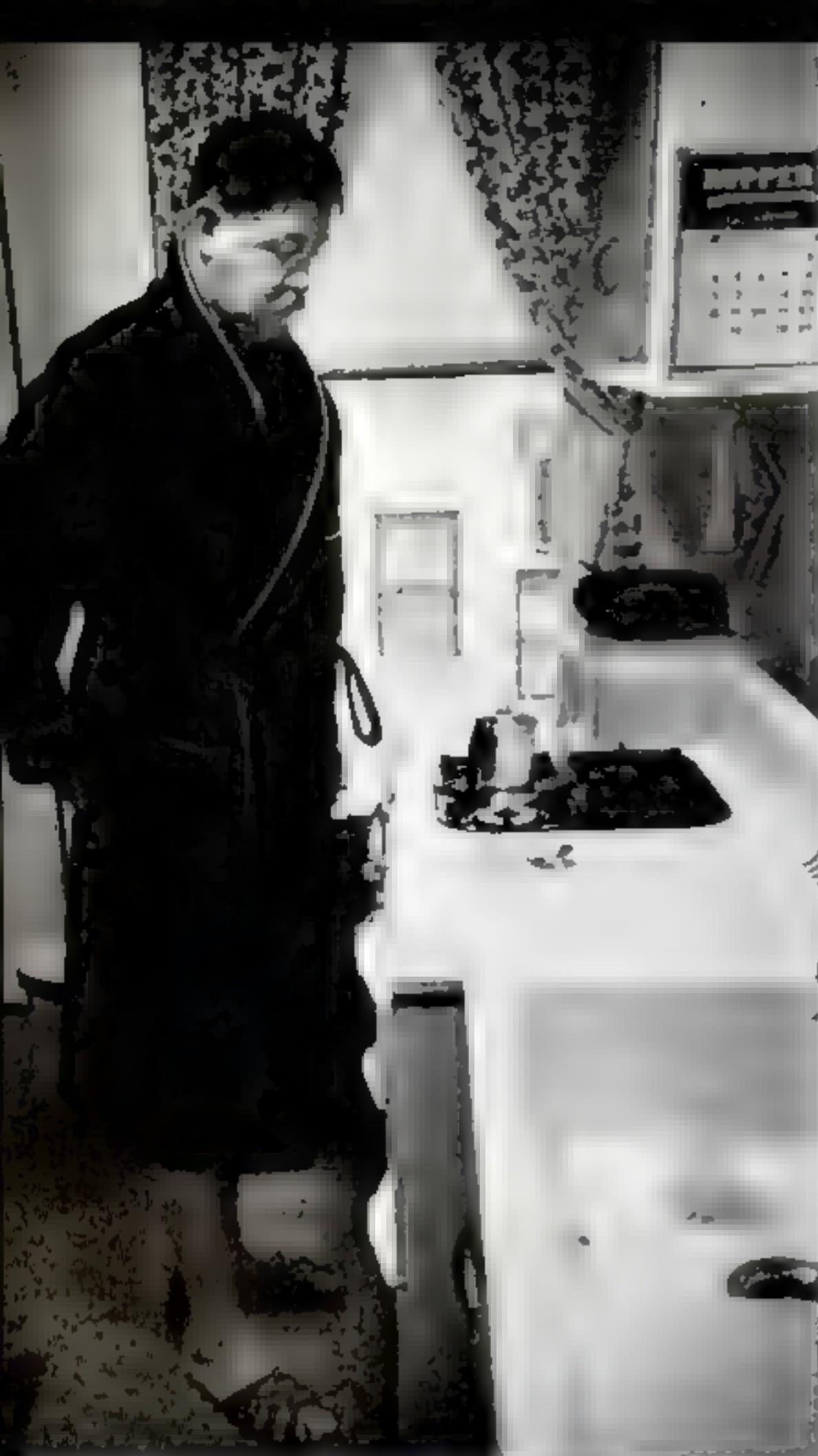


HIS BOSS, Mayor La Guardia, is boss in name only. "Impy" gives Murph a free hand, does not try to run the department from the mayor's office, as others have.



PRESS, represented here by Robert Barke of *Mirror*, Arthur Rosenfeld of *Post*, John Martin of *News*, now gets a daily interview, a Murph innovation.

CONTINUED ON NEXT PAGE



DAY BEGINS at 6:30 with coffee he brews himself. It takes a long time to awaken Murph's 250 pounds.

BIG TOM CONTINUED



HE COMBS and shaves, sleepily morose and taciturn, waiting for coffee to cool, which is how he likes it.

HIS DAY BEGINS, ENDS IN KITCHEN

IN BETWEEN MURPH GOES MANY PLACES AND SEES MANY PEOPLE

After the Hiss conviction Murphy resigned to go into what would have been a lucrative private practice. Instead he was offered the commissionership—without ever having set foot in a political club or even police headquarters. He is unusual in other ways. At 45, he lives quietly on his \$15,000 a year and happily with his wife, who is amiable, understanding and

5 feet 8 inches tall. He can reel off passages from two of his favorite authors, Boswell and Proust. The derby and black tie he always wears (the latter in memory of his mother), plus his height and mustache, make him readily identifiable, which he finds acutely embarrassing. Still, with typical firmness, he would no more change his garb than shave off the mustache.



MORE COFFEE is drunk with officers in the locker room of the Police Aviation Bureau at Floyd Bennett Field on inspection trip.



A FEW SNIPS are enough to trim impressive mustache, which he began in 1927, copied from father's.



FULLY AWAKE 2½ hours later, he fondly kisses Mrs. Murphy goodby, pats Clarinda, the poodle.



STILL MORE coffee is sipped as Murphy speeds up the Hudson River on one of Harbor Patrol's 12 boats.



TIGHT SQUEEZE is negotiated getting to his office balcony where he will give merit awards to officers.



IN HIS TUXEDO Murph attends Harlem debutante ball. Such public appearances lengthen his day.



GIN RUMMY at home with his wife is only an occasional pastime. Murphy prefers reading or talking.



NIGHTLY STROLL around the East 30s is more for the poodle's health than Murph's. He guards his waistline by diet-watching.

DAY ENDS, when he is not otherwise engaged, or called out, with milk and Proust in kitchen at 11 p.m.



BIG TOM CONTINUED



INFORMAL SALUTES are required of him often because of his recognizability.



FRIENDLY WAVES to traffic officers and "Hi, Murphs" from cab drivers punctuate his drive to work in radio-equipped police Cadillac.



FORMAL SALUTE is given by an aviation bureau patrolman. Right: helicopter.



HEARING COMPLAINTS, Murph listens to some prominent Harlem citizens tell how two patrolmen shot a Negro. He asked them to return for monthly talks.



NARCOTICS SQUAD shows Murph some of the drug paraphernalia it has confiscated. Here, Bernard Boylan, squad's chief, holds a hypodermic used by addicts.

HIS BIG TASK: MORALE

HE HOLDS COPS SHOULDN'T PAY FOR JOBS, BULLETS

Before Murphy, a New York patrolman who aspired to the Detective Bureau needed a sponsor (a friendly higher-up) and often \$1,000 for a politician. It cost a cop at least 4¢, the price of a bullet, to kill a trigger-happy thug, since he had to buy his own ammunition. Murph has established that henceforth promotions will hinge on an officer's merit only, has asked for \$23,000 in his new budget to buy bullets for his policemen. He has done things like this because he feels that his major job is not only restoring public confidence in the department but the department's faith in itself. Only thus can an enormously complex, occasionally vicious city be policed efficiently. For example, a current problem is the halting of narcotic sales (*below*) to victimized high school students. Heading up and sparking an organization which employs bomb experts, helicopters (*opposite*) and spectrometers (used in its crime laboratory) is a job in which many men have seemed to grow small. Big Tom Murphy looks made to measure for it.



NARCOTICS SUSPECT (back to camera) seized in a raid is personally questioned by Murph and Assistant District Attorney Ludwig Glowa in 79th precinct.

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GUARANTEE! Your money back if you aren't completely satisfied that Dri-Glo outlasts, outshines any wax or polish you've ever used.

"MOST COURAGEOUS"

This year Europe's farms and factories are producing more than before the war. ECA's former director assesses the great resurgence and its lessons for future

BY PAUL HOFFMAN

In April 1948, Paul Hoffman took over the unprecedented job of directing the Marshall Plan program to bring Europe back from the verge of collapse. Four months ago he resigned after an unprecedented success to which the figures on page 107 attest. As a result, even if war should come in Europe, the West is, economically at least, strong and healthy. Mr. Hoffman has written a book which reports on the first years of ECA and makes recommendations for the future. From the book, which Doubleday will publish April 19 under the title *Waging the Peace*, comes the article which follows.

IN one very real sense the contest between freedom and despotism is a contest between the American assembly line and the Communist party line. In this arena the Economic Cooperation Administration is America's boldest experiment in waging the peace. In order to support its activities, the American people, through their Congress, have already appropriated more than \$12 billion for European recovery, \$556 million for Korea and \$275 million for other Asiatic countries.

ECA is also the story of the most meaningful 2½ years in my own life. The story began on a bright April day in 1948 when we started operations in Room W-900 in Washington's Statler Hotel.

The year 1948 was a fateful one for Western Europe, menaced by Kremlin conspiracies. No less an authority than British Foreign Secretary Ernest Bevin had said that Western Europe was on the verge of collapse. There was ample ground for this pessimism. Already the Red wave had moved west from its own frontiers. It had swept over the once-independent states of Poland, Hungary, Bulgaria, Romania and Czechoslovakia. Fifth columnists were hard at work in France, Italy and Germany. In all these countries the Communists were busy exploiting the hunger and the hopelessness and the lack of jobs among tens of millions of people. Broken factories were operating only fitfully. Farmers raised little more than enough to feed themselves. The transport system was in too sad a state of disrepair to carry even the slight food surpluses to undernourished city dwellers. To compound all these troubles, Western Europe found itself host to millions of refugees and displaced persons who had fled the Kremlin's terror in Eastern Europe.

Facing all these problems, the nations of Western Europe were shackled by their own destructive economic practices. When I made my first visit to Europe as ECA administrator back in July 1948, I saw that Western Europe's economy then was like a crazy quilt whose varicolored squares had been cut out but not sewn together. For 50 years, indeed, Western Europe had been moving in the direction of economic nationalism. Countries competed with each other in intensifying trade restrictions, in raising tariffs and in imposing import quotas and exchange controls to "protect" home industries.

The harm done by trade barriers among the European nations is best illustrated by comparative production figures between Europe and the U.S. In 1900 the per capita output of the European worker and the U.S. worker was virtually the same. Both lived on about the same scale. Yet in 1950 the U.S., with a population of 151 million, turned out a gross national product of \$289 billion in contrast to Western Europe which, with 274 million people, turned out a gross national



ECA'S POPULARITY SOARS in form of balloons released at Berlin trade fair for Hoffman. Labeled *Marshallplan*, they were sent up to float over Red Germany as propaganda.

product of only \$170 billion. If, however, European per capita output had been on a par with ours, its gross national product would have been around \$507 billion. Of course Europe lacks both the raw materials and the horsepower for this rate of production, and its progress was badly set back by a war that increased our output. Its application of the industrial arts will lag behind ours for an indefinite time. Yet a free-trading European market, unhampered by tariffs and controls, might well have given Western Europe \$100 billion more production. That extra \$100 billion would have made it far easier for Europe to move both toward higher prosperity and faster rearmament.

Such was life in Western Europe in 1948.

It is enough to say that today—2½ years later—Western Europe's industrial production has been lifted, not merely to pre-war levels, but 27% above them. The output of crude steel has been increased 24%, motor vehicles about 90% and textile yarns about 25%. Farmers in 1950 had bumper crops, and production of livestock products reached the prewar standard. Production of electric power has gone up more than 80%. Currencies are stabilized. People are eating regularly and

working hard; let no one tell you that they are not. And, in the broadest sense, the vices of economic nationalism, though not wholly erased, have in part been removed; the wiser temper of the new times reflects itself in schemes like the Schuman Plan for pooling the coal and iron resources of Western Europe. This change—this comeback—has been called "the most courageous in history." I support that verdict.

From the record of this comeback I wish to draw some important lessons that must become the signposts of the future. The first of these is the principle: we can help only those who help themselves.

Even during those rushed early days of planning and in the difficult months of putting the program across, we at ECA never had the slightest disagreement on one vital matter—the basic concept of the job itself. General Marshall had said at Harvard, "The role of this country should consist of friendly aid in the drafting of a European program and of later support of such a program so far as it may be practical for us to do so." These words, then, became our text: only the Europeans themselves can save Europe. ECA has never departed from that idea.

In putting that idea into action we were immensely aided by the remarkable "counterpart" clause that Congress had written into ECA legislation. I can say, flatly, that it made the difference between success and failure for the Marshall Plan in every nation that had a shaky government, and it helped mightily with those that had strong ones.

Double-duty dollars

IN briefest outline the counterpart arrangement requires all governments receiving outright grants to match every dollar with its equivalent in their own currency—in francs, pounds, lire or whatever. Of this foreign currency 5% is turned over to the U.S. government. It is used for such purposes as running ECA missions to individual countries and the purchase and stock-piling of strategic materials. The remaining 95% is then put into a fund available to the Marshall

"COMEBACK IN HISTORY"



TRACTORS FOR AFRICA Show far-ranging effect of ECA. Tractors were sold by British manufacturers who made them with raw materials including copper for wiring, steel for castings, zinc for bearings supplied by ECA. Thus world trade

in seventeen ECA countries like South Africa benefit from ECA. Helped by credit at low materials from the Marx-all Plan Britain increased tractor exports to ECA and ECA countries from 1,000 in 1941 to 3,000 in 1943 in spite of a 20%

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LAXATIVES!**

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not only relieves constipation,
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Indigestion, too!

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HOFFMAN CONTINUED

Plan governments for recovery projects approved by ECA. Thus America's dollars do double duty. They provide the Marshall Plan nations with foreign exchange for vital commodities, and they encourage the governments of those nations to use the counterpart—which is currency actually acquired by the sale of those commodities—for building up their economies.

If this sounds like fiscal fantasy, let's look at the process in action. The French had made a valiant comeback in their cotton industry, restoring some 80% of prewar capacity. Raw materials ran out. The millowners had plenty of francs, but the American cotton grower couldn't use them. Then the Marshall Plan came along. The millowners took their francs to the French exchange control, traded them for dollars (after their requests were approved by French officials and ECA), bought the needed cotton with the dollars and kept their mills going. What about the millowners' francs? They went into the recovery fund and became counterpart—to be used for some such worthwhile project as building a highway or creating new farmland by draining a swamp. Thus the same dollars that kept the French mills active and thousands of French workers at their jobs also provided the French government with a sackful of francs for recovery projects.

In thus helping those who help themselves we learned in ECA a second imperative principle: we must guide our dollars.

The ECA legislation itself was based upon some of the most protracted hearings in congressional history—the testimony filled five volumes and contained 6,584 pages. When the law finally emerged from these hundreds of necessary but wearisome hearings and conferences, it included among its provisions a directive that the European nations 1) submit a detailed program of their needs, 2) discuss with the ECA administration the trade and fiscal policies they would follow and 3) allow ECA to make end-use checks to determine that American aid was spent as agreed. These provisions are actually nothing more than the realistic lending policies of your local banker transferred to the international stage.

A short case history of Italian recovery offers a prime example of the "guided dollar" principle.

At war's end Italy was struggling under more burdens than John Bunyan's famous hero. Fortunately an interim program of U.S. aid had been made available, and it did much to save Italy from going Communist in the elections held in April 1948. When ECA's James Zellerbach and his special mission to Italy arrived that summer, they required no long series of conferences to verify the continuing urgency of Italy's need for help. For two decades the nation had exhausted itself in efforts to fulfill Mussolini's mad ambition to be the first of the new Roman emperors. The results were plain on the gaunt faces of the Italians—in their exhaustion and in their cold homes and apartments.

They needed food and warmth. We shipped wheat and coal. They needed raw materials for the factories that still stood. We shipped cotton and steel and copper. At the same time work was begun on the more far-reaching plans to revive and rebuild the nation. After exhaustive study ECA and the Italian government agreed upon an over-all recovery program that emphasized 1) machines for gutted factories, 2) power to run the machines and 3) more land and improved land cultivation.

Underground boilers

A GOOD example of the first was the Fiat plant at Turin, which had been 75% destroyed during the war. But Fiat obtained a \$23 million loan and new American equipment. Now Fiat is producing more than 100,000 passenger cars a year, in addition to a long list of buses and trucks, and has again become one of the automotive leaders of Europe.

Rebuilding Italy's power output was a problem, not only of engineering but of finance. Italy's coal deposits are poor; to import coal would be to lose foreign exchange. One answer was to harness more of the water that fell through the Alpine gorges of the north. This made good sense and new generating equipment was ordered. But even the Alps have occasional years of light snows, and the Italians wanted a hedge against that kind of failure. Accordingly the Italian investment and import programs have placed heavy emphasis on projects for thermal-generating plants to insure and to safeguard production against threat of electricity shortages. In a remote section of Tuscany, about 40 miles south of Florence, they found their insurance: "geothermal power." There, for years, huge jets of steam, the product of water seeping through semiporous rock to deep-lying lava beds, had erupted into the air. Even before the war Italian engineers had drilled through those "underground boilers" and harnessed the pent-up steam pressure to produce electricity.

Enjoy the magic in music

Over 60 years ago, Edvard Bellamy in his famous book, "Looking Backward," hoped for "... music in the home, perfect in quality, unlimited in quantity, suited to every mood, beginning and ceasing at will." Today, the RCA Victor "45" fulfills his dream.

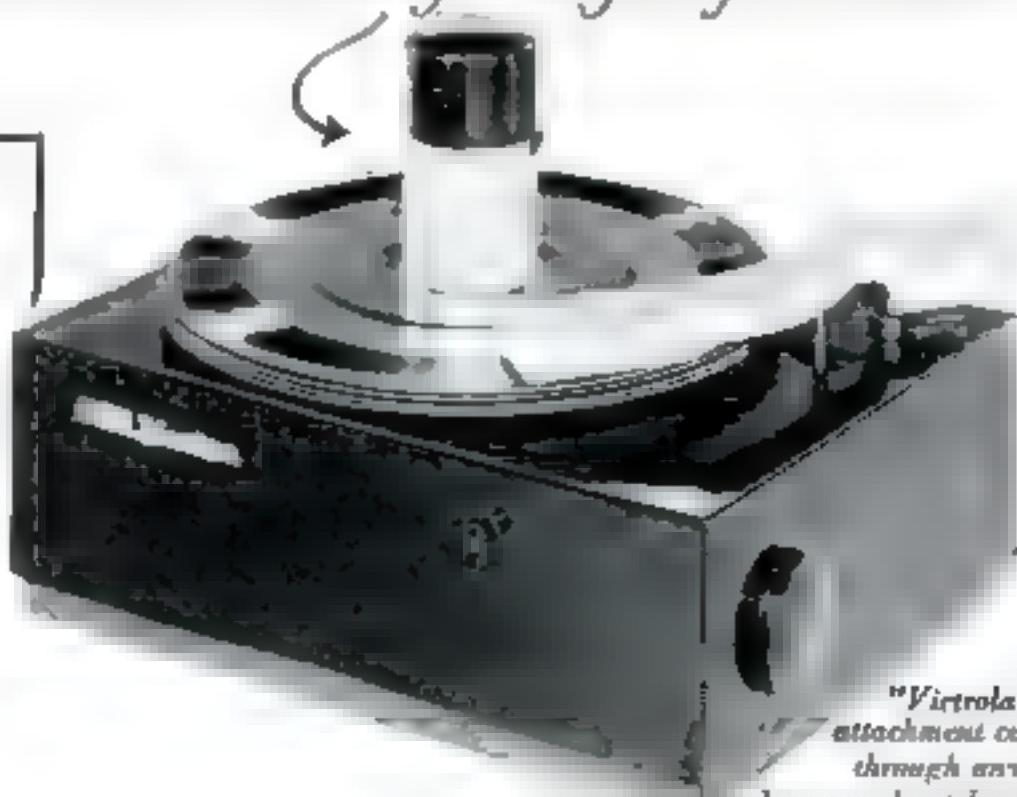


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(*) Denotes availability on 33 1/3 Long-Play.

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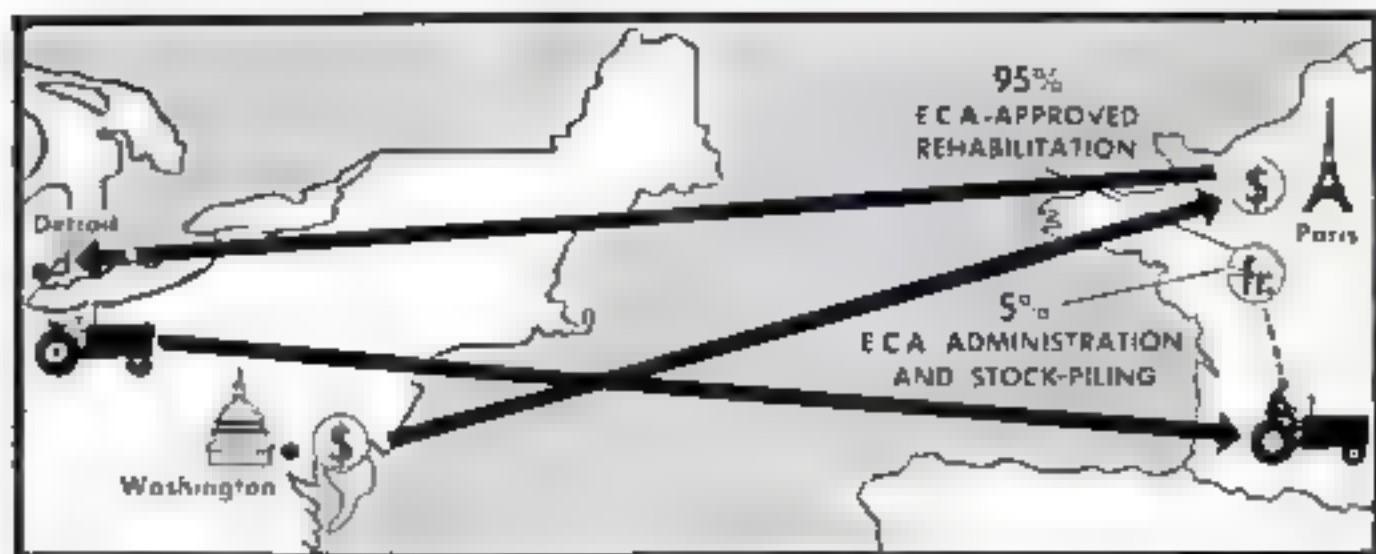


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Tasty—tender
flavorful—delicious.
On counters everywhere.



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TWO DOLLARS' WORK FOR ONE is principle of ECA's "counterpart" plan. Drawing-chart above shows how it works: ECA sends \$1,000 to France; French farmer, whose need has been examined by ECA, exchanges \$1,000 worth of his francs for U.S. dollars, since U.S. manufacturers don't want "soft" franc currency. Farmer pays Detroit tractor manufacturer \$1,000, gets his tractor. Meanwhile his francs are used by French government for ECA-approved roads, power plants, etc. First, though, 5% of those francs are deducted to 1) pay for ECA administration expenses and 2) buy up and stock-pile critical materials.

HOFFMAN CONTINUED

Then the retreating Germans had blasted their work to rubble. By the time ECA arrived on the scene Italian engineers were hard at work rebuilding but in desperate need of new piping and turbines. ECA not only provided these but encouraged the Italians to enlarge greatly their geothermal power plants by drilling new wells. By the end of 1951 the plants will be producing two billion kilowatt hours of electricity a year, accounting for one twelfth of Italy's total power production.

The land problem is more complex. ECA has helped raise soil yields. Farm mechanization has been encouraged, modern fertilizers introduced and experts sent to show Italian farmers how to control pests and parasites. But land is a social, political and mathematical conundrum. Along with the question of absentee landlords is the problem of tens of thousands of small farmers who are trying to eke out a living on two or three acres, or even tinier parcels. Italy has faced the needs not only of breaking up large estates but also of consolidating small ones. At the same time steps must be taken to see that the land acquired by the peasants—often neglected or unfarmed over many years by its previous owners—is developed to the point that it can be productively tilled. This requires large-scale public works in irrigation, drainage, reclamation and roads, as well as making available to new owners the tools and credit to improve their own plots.

To meet this double challenge of land improvement and land reform, ECA is using one of the most potent weapons in its economic arsenal—its influence over counterpart funds—and now has more than 200 projects in the works. These extend from Sardinia (where a cooperative ECA-Rockefeller Foundation program is ridding the island of its centuries-old scourge of malaria) to the fertile plains of the Po to the rocky toe of Calabria. It was here, in the Sila area of Calabria, that the ceremonies marking Italy's first land division took place in the fall of 1950. Four hundred peasants, whose names had been drawn by lot from a box, took possession of nine-acre plots—the first bit of land most of them had ever owned. With tears in his eyes, their leader voiced their thanks: "Since the world began, we never thought to see so luminous a day."

From all this it is easy to see how quickly the economic functions of ECA mesh with political and social issues—and how widely and deeply they affect the life of any nation receiving American aid. Here, I believe, is the supreme political significance of the ECA: it has developed techniques of collaboration under which a powerful nation like the U.S. could establish an effective working partnership with a less powerful nation, without exacting from the latter any surrender of the right to rule itself. The ECA is, therefore the first major experiment in the history of world politics where a strong power, while participating in the internal affairs of a weaker one, has not only refused to infringe upon freedom of choice, but rather invoked every means to conserve that freedom.

"A few manufacturing secrets"

I COME now to a third lesson of ECA: we must export our skills —our "know-how"—as well as our dollars. This is, in fact, the basis of the "technical assistance" (TA) program at ECA. I have always been convinced that the adoption of American labor and management practices would be a great boon to European labor, European management and the European consumers. My chance to do something about it came one warm summer day in Paris in

CONTINUED ON PAGE 104

Did you say Steak?

Sure, everybody says "Steak" as often as he can.

Some folks may think that the timetable for a steak is a few minutes under a broiler and a few minutes in front of a man. Actually, "growing a steak" and getting it to your table is a bit of teamwork that takes as much as *three years!*

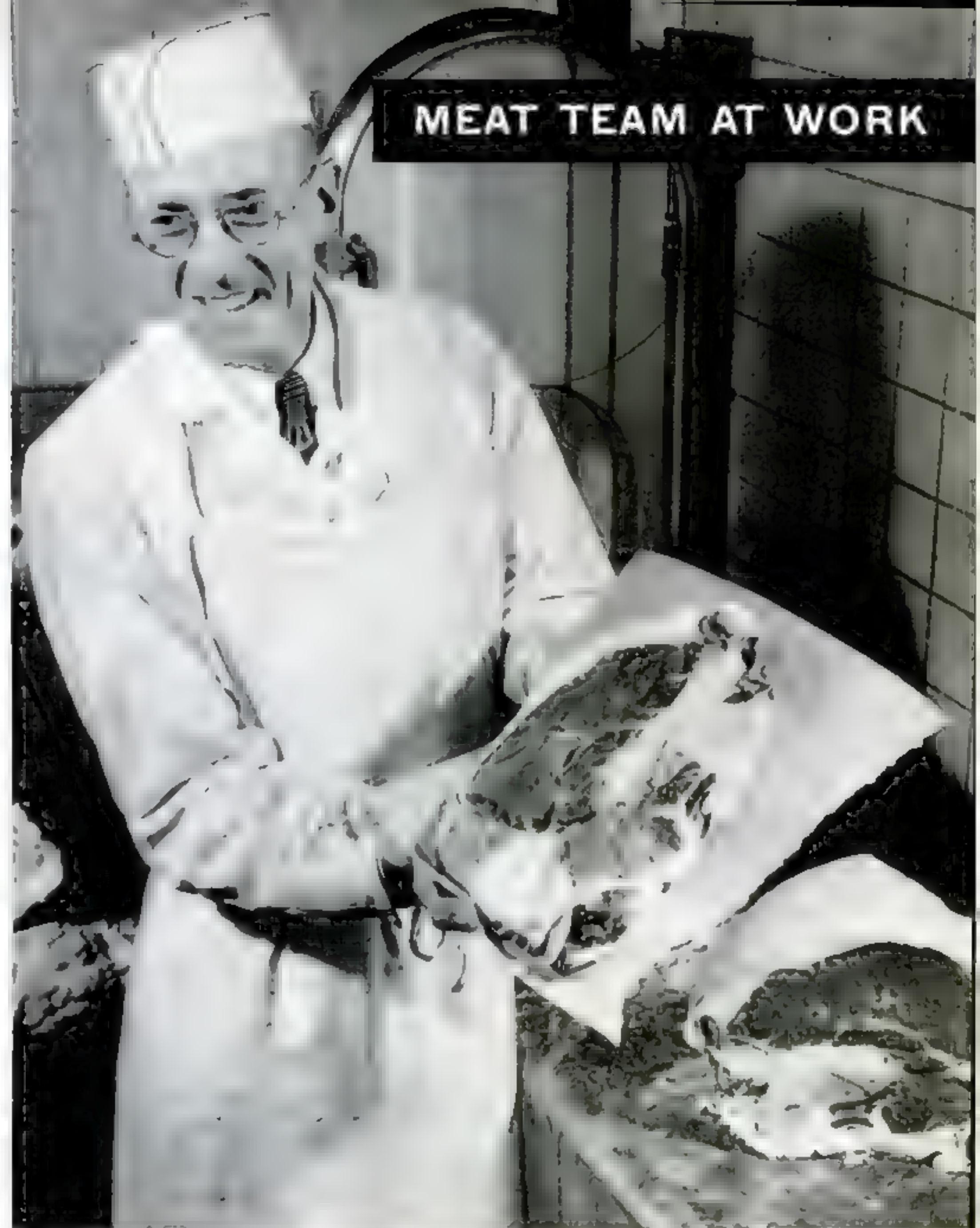
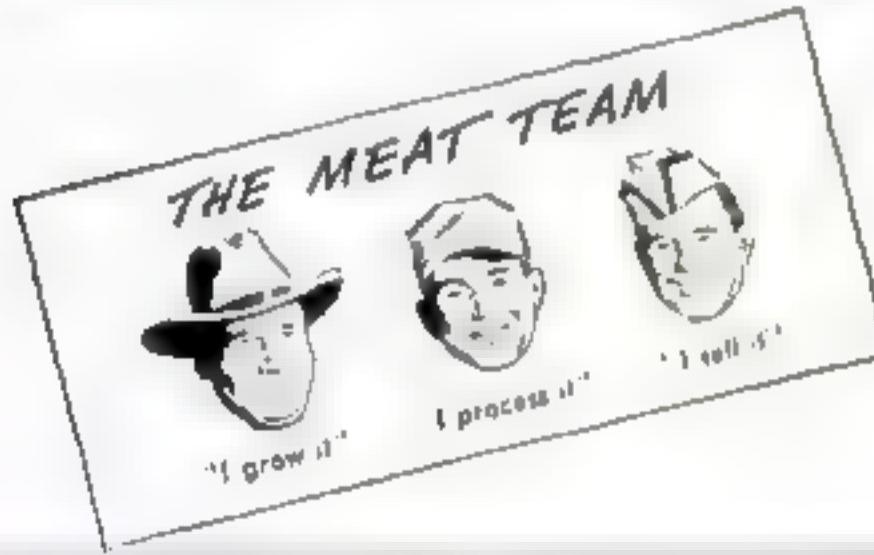
The rancher who gave your steak its start may live a thousand or more miles away from the store where you buy your beef. But fortunately for people who like their meat regularly, the U. S. has a meat supply service that fits the country's size and population pattern.

We have a billion acres of grasslands where beef cattle are grown—the "feeder farms" of the corn belt where they are readied for market. And for assembling the animals, processing the meat and getting it to thousands of retailers in small towns and big cities alike there are more than 4,000 meat packing companies.

It takes a lot of people, doing a lot of different things, to keep your meat coming. They work together as a team—your Meat Team. The pictures on this page show some of the teamwork that goes into furnishing that steak you'd like to get your teeth into.

American Meat Institute

Headquarters, Chicago • Members throughout the U. S.



"JUST IMAGINE THIS ONE WITH MUSHROOMS," says meat-man Wallace Schultz. Although less than 8% of a side of beef is sirloin steak like this, it's the cut most of his customers (who live in New York's famous Greenwich Village section) call for—and get. Customers are usually able to find the cut and kind of meat they have in mind because meat packers make it possible for a retailer to keep his stock in better balance with the meat needs of his customers.



BEEF BUILDER. Paul Bogott fattens whitefaces in his Whiteside County, Illinois, farm. They come to him lean and leggy from Western ranchers who lack corn for the finishing operation. Each steer gains a couple of hundred pounds, and a notch or two in quality, during his 90-day stay in the Bogott feed lot. Were it not for corn belt feeders, beef would be plentiful only at the end of the grazing season.



COOL PLACE TO WORK. David Gibbs "breaks up" a beef hindquarter in the beef cooler of a Cleveland meat packing plant. The section to the right of his blade is the loin, where all the porterhouse, T-bone and club steaks, as well as all sirloins, come from. This cutting is done in refrigerated rooms to protect wholesome quality of meat. Truck that delivers meat to retail store is also refrigerated.

HOFFMAN CONTINUED

1948. Sir Stafford Cripps, then Britain's ascetic Chancellor of the Exchequer, and I were talking over the economic recovery obstacles that lay ahead. "If we are to raise the standard of living in Great Britain," he said, "we must have greater productivity." My heart quickened; this was the kind of talk I wanted to hear from a European. Then he continued. "Great Britain has much to learn about that from the U.S. and . . ." he paused, "I think we have a few manufacturing secrets we've been concealing for a generation or so that you might like to learn. Why don't we interchange this information?"

Naturally I jumped at the idea. "We'll set up a system of transatlantic visits," I replied, "taking British management and labor on tours of American factories and shipping Americans to Britain for a look at your shops." Sir Stafford made the deal right there and within weeks he had thrown his amazing vegetarian energy into the creation of an Anglo-American Council of Productivity. Top figures like Philip Reed of G.E. and Victor Reuther of the C.I.O. were enlisted to represent American management and labor. The late Sir Frederick Bain, deputy chairman of the Board of Imperial Chemical Industries, and Lincoln Evans, general secretary of the Iron and Steel Trades Confederation, were brought in for the British. The first British team to arrive in the U.S. represented labor and management in the steel industry. This group spent six weeks over here, exploring our factories, taking notes by day and chewing over them in the evenings. These were no junketeers; they came with determination to learn. When they returned to England they sat down and wrote a report so much of an eye-opener that it sold 25,000 copies in a fortnight and went into three extra printings. Its gist: productivity per man in American foundries was from 50% to 90% higher than in British foundries; the latter must mechanize and raise output or workers' living standards would fall even lower.

At the same time that we were trying to help increase productivity in Europe with our large-scale technical assistance program, we were also experimenting with another sort of technical aid in China. The China Aid Act of 1948 provided for the formation of the five-member JCRR (Joint Commission on Rural Reconstruction) and sponsored a novel attack on conditions behind the growing unrest in rural areas—conditions which had made China (and southeast Asia) especially vulnerable to Communist agitation.

Chinese and American agricultural survey teams had, in 1946, pin-pointed areas in which rural reform was needed. In some places rents were as high as 50% of the farmer's crop. Tenancy contracts were a mockery. They could be altered or abolished at the whim of the landlords. Middlemen profits cut the farmer's earnings, and excessive tax rates bit deep into the meager remainder. Nearly 80% of Asia's 1 1/4 billion are farmers, so they were susceptible alike to the growing demand for rural reforms and to the propaganda of Communist agents who quickly assumed the guise of "agrarian reformers" in matters of political importance.

Production up, Communism down

THE JCRR was designed to fight on this front and to gain three major objectives simultaneously. It began a "social justice" program to improve health, to insure fair rentals and increase production. Unlike missions, whose members spend their time at their desks, the JCRR went out into the hills and worked with the people. There they lived and talked with the peasants. I do not hesitate to say that not since Lawrence's days in Arabia has a more sensitive or successful venture been carried out by any Westerners in the Near or Far East. It was in the very provinces that the JCRR program had got underway—in Szechwan, Kwangsi and Fukien—that the Communist invaders found some of the most stubborn grass-roots resistance to their drive. What a different story might have been told in China if this alternative to Communist strategy had been started a few years earlier.

The work of the ECA has everywhere proved, whether in Asia or Europe, the validity of its basic assumptions: physical well-being, or the promise of it, provides the hope and the faith which permit free people to make rational judgments.

The correlation between material benefits and election results backs up the point. There were, of course, other influences—the revival of pro-democratic political forces, the Church's crusade against Communism, the increasing awareness among all groups of the difference between its rosy propaganda and its ruthless barbarism. Even when all these are taken into account, however, there remains a very definite connection between economic recovery and anti-Communist votes, as the balloting before the Marshall Plan and afterward attests. In Belgium, for instance, industrial production

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CARLING'S *Red Cap* ALE

Brewed light in the U. S. A. to suit American tastes... Carling's Red Cap Ale has lost none of the gusto and heart of its proud Canadian heritage. And bright, clear, light-hearted Carling's—
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Why don't you graduate to light-hearted Carling's... today?

May your happiness
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*There is a magic world within your engagement diamond, wrought of lights
and shadows, and bright with joy and hope. Look deep, and you will
see there the moments you wish most to cherish, your pledge of love,
your confidence, your pride in triumphs won. Each year your diamond
will grow more rich in meaning, a record of your married lifetime's
love and happiness. Your diamond, though it may be modest in cost,
should be chosen with care, for nothing else on earth can take its place.*



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1/8 carat (25 points) \$85 to \$200
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The prices shown were secured for your guidance through a nation-wide check in October, 1950. Jewelers were asked for the prices of their top-grade engagement ring diamonds in the weights indicated. The result is a range of prices, varying according to the qualities offered by different jewelers. Exceptionally fine diamonds are, of course, higher priced. (Exact weights shown are infrequent.) Add Federal tax.

When choosing your engagement stone . . . remember cut or cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. It is important to seek the counsel of a trusted jeweler. He will help you find the size and quality and style of stone that is in keeping with your preferences, and what you wish to spend.

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COUNTRIES UNDER ECA	AMOUNT IN MILLIONS OF DOLLARS	PRODUCTION (PHYSICAL VOLUME)							
		INDUSTRY (1938=100)				AGRICULTURE (1938=100)			
		1947	1948	1949	1950	1947	1948	1949	1950
AUSTRIA	405.1	55	85	113	132	65	72	80	90
BELGIUM AND LUXEMBOURG	464.5	106	114	116	119	83	93	105	109
DENMARK	191.7	119	133	141	156	84	94	109	117
FRANCE	1,776.9	95	111	122	123	84	99	101	106
GERMANY (FED. REPUBLIC)	878.9	34	51	75	95	70	83	93	102
GREECE	293.0	69	76	90	114	86	82	106	93
IRELAND	117.6	120	132	144	162	85	89	99	100
ITALY	830.6	93	99	105	116	88	94	102	104
NETHERLANDS	797.0	94	113	126	142	73	91	108	112
NORWAY	166.3	115	124	132	142	93	99	109	118
SWEDEN	81.7	142	131	157	165	104	114	124	125
TURKEY	69.0	153	154	161	*	96	123	112	125
UNITED KINGDOM	2,499.8	114	128	137	150	94	108	111	119

* FIGURE NOT YET RECORDED

THE BALANCE SHEET on the Marshall Plan since its beginning is shown in these figures. Taking Europe's 1938 production as the norm, the chart shows how far the war pushed production down. Helped by ECA, the countries have recovered, a little each year. Today almost all of them are producing better than before the war. Omitted on the chart are Iceland, Switzerland, Portugal and Trieste, none of which has needed sizable ECA contributions yet, and the seven Asian countries where ECA is still too new for such a balance sheet.

HOFFMAN CONTINUED

has gone up 12% since the advent of the Marshall Plan. At the same time Communist strength in the parliament dropped from 17 seats to 10. In Norway production is up 23% and Communist seats in parliament have fallen off to zero. In the Netherlands, where industrial output is up 51%, Communist seats in the provincial assemblies have declined from 10% in 1946 to 5% in 1950. In Denmark output is up 31% and the Communist showing is down from 12% of the popular vote (in the 1945 elections) to 4% (in the 1950 elections). In Austria production has risen 140%; Communist mayors in 30 cities were all out of their jobs by 1950. In Britain, as in Switzerland, Communism has never been a serious problem; the Communist party as such is outlawed in Greece, Turkey and Portugal. In Italy the very announcement of ECA aid did help to decrease Communist representation in the national assembly, and the 27% hike in industrial output since then has been a hard blow at Communist strength within the labor forces. In France the advent of the Marshall Plan prevented, in all probability, a Communist takeover.

With these proved lessons behind us, where do we go from here?

First, I have one urgent legislative measure to propose on the basis of our experience: to get maximum efficiency out of the dollars we spend abroad, whether they go for recovery, for development of retarded economies or for building up military defenses, one government agency must have the primary responsibility for allocating all funds. Only by concentrating control over our economic activities abroad in the hands of a single agency can we:

1) properly apportion aid among countries (several agencies working separately often tend to give one nation too much help, another too little);

2) avoid waste of dollars with a country (two or more agencies often duplicate functions);

3) control the impact of our dollars upon the economy of a recipient country (too great a pressure for rearming on a nation of full employment, like Britain, could unduly drive down the standard of living; the same dollars applied to rearming in a nation of unemployment, like Germany, would raise the standard of living).

To tackle all this, we urgently need an overseas economic administration—of Cabinet status—to take over the present setup of ECA, absorb the Point Four program now administered by the State Department, supervise at least the economic side of all sums

CONTINUED ON NEXT PAGE



Not a cold

in a dog's age! That's the happy prospect with new Sergeant's SKIP-BATH — amazing liquid that cleans your dog *without bathing* — thus helps avoid colds. Just sprinkle on, rub in, wipe off. Presto! Your dog is clean and piney-fresh! Safe and easy to use like all Sergeant's Products. There's one for almost every ordinary ailment—worms, insufficient vitamins, ear troubles. Tested by veterinarians. Trusted by dog owners for 76 years. **FREE:** Sergeant's Dog Book. At drug or pet store—or write Sergeant's, Dept. A-11, Richmond 20, Virginia.

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Accent is a basic ingredient in many of the fine food products you buy (look for monosodium glutamate on the labels)—leading products like canned soups, prepared meats, baby foods. Manufacturers know from experience that Accent gives their products an unmistakable flavor superiority. Test Accent yourself, tonight. Cook a portion of meat or vegetables with Accent, another without. Taste the difference! If your grocer doesn't have Accent, send us his name.

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HOFFMAN CONTINUED

to be spent on European rearmament under the Mutual Defense Assistance Program, and give policy-direction to American representation in the World Bank and International Monetary Fund.

If this new agency is to wage the fight for peace effectively, there is something else the U.S. must do which may seem a good deal more painful than creating a new government office: it must revise its whole attitude toward foreign trade. The great "giver of peace," Great Britain, in the 19th Century advanced international stability and amity by means of a world trade that benefited everybody. The U.S. must build to the same end. For a century we have hidden behind our tariff walls, protecting our "infant industries," bulked by the self-sufficiency of our immense resources. We have sold to the world but have been reluctant to buy from it, and world trade has been thrown badly out of balance. The real volume of goods imported into this country between 1929 and 1948-49 increased about 5% at the same time that the real domestic output (our national farm and factory production) increased 60%. Under such circumstances other nations could not afford to continue buying from us unless we gave them money. And that is, of course, exactly what we have had to do through a dozen loan and grant schemes, starting from after World War I right down to our present ECA. American aid to Western Europe during the last 35 years has amounted to \$22 billion exclusive of direct war outlays. This was—apart from genuine philanthropic motives—a way of subsidizing our exports; for practically all the American money that went abroad never stayed there; it always returned to buy American goods.

All this means that we should take a hard look at both our tariffs and our customs regulations. Despite some progress since 1934, we still charge duties of up to 110% on some items. Moreover the entire procedure for determining them is antiquated and obstructive. Our tariff act has several thousand classifications, many of them capricious and arbitrary. Some imported cotton carpets, for instance, are subject to a 10% duty, but if they have fringe at the ends they may be subject to four times as much duty. Clearly, Congress should immediately pass the Customs Simplification Act that it now has before it. It should also, I believe, give the President wide discretionary powers to modify customs procedures to cope with special situations.

World's largest price umbrella

PERHAPS the Achilles heel of our foreign trade is our domestic agricultural policy. Like Topsy, it has been allowed just to grow. Over the past three decades little thought has been given to its impact on the rest of the world. The nub of the present policy is the guaranteed minimum price to the farmer for his produce. The guaranteed minimum price was originally designed to protect farmers against loss from a few key crops such as cotton and wheat. But its coverage has been persistently extended until today more than half of farm commodities have been placed under this largest price umbrella in the world.

This excessive bolstering of farm prices tends to restrict markets both at home and abroad. Consumers cannot afford to buy the entire available supply. Surpluses pile up in warehouses and in caves. And, since American prices are so unrealistically high, overseas farmers are pushed into uneconomic planting of such crops as cotton and wheat, thus reducing U.S. export of these items. This shrinkage should cause everybody genuine concern since agricultural products have comprised 24.5% of all U.S. foreign trade. Moreover entire areas in the southwestern cotton belt, for example, largely depend upon foreign customers. What applies to Texas and Oklahoma in cotton applies to various wheat states such as Kansas and Washington. As one who believes that the mainspring of free enterprise is to expand production by means of high volume output at lower unit cost, I cannot help but be troubled by the deadening effect on American agriculture which comes from reversing this process. Present fixed and rigid prices not only violate the supply and demand equation, but also foster an ever-greater amount of government regulation, intervention and control. By mid-1950 the Commodity Credit Corporation, which is the Department of Agriculture's price-support agency, owned or had loans on \$4.5 billion worth of surplus grains, eggs, butter, soybeans and a long list of other farm products. To try to dispose of such surpluses, the department has been compelled to resort to what amounts to "dumping" overseas, a procedure which induces anger on the part of foreign farmers and retaliation on the part of their governments. I am not a farm economist, but on a common-sense business basis it seems to me that the solution is to be found in the area of more sensitive and flexible price supports. Farm spokesmen for the countries of the free world should be able to sit around the conference table and reach

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At first sign of child's sneezing, stuffy up or "runny nose", give Hustaline quick! Tests proved the anti-histamine in Hustaline stopped children's cold symptoms in 2 out of 3 cases! Made in special dosage—safe for children as directed on the label—easy-to-take wild cherry flavored syrup. Get Hustaline at your drug-store today! Money-back guarantee.



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POWER FOR ITALY comes from ECA-enlarged plant using volcanic steam escaping from ground in Larderello. Steam turns turbines in power station, then goes through these spool-shaped condensers to yield valuable boric acid.

HOFFMAN CONTINUED

agreement on how continuously to modify internal agricultural programs, bringing them in harmony with today's need for expanding world trade. We must seek and achieve a denationalizing of agricultural programs inside the countries of the free world.

From all that I have said, it must be plain that I, like most Americans, am convinced that two world wars offer at least circumstantial evidence that the U.S. cannot stand aside, and alone, if chaos and destruction swirl about us. And some circumstantial evidence is very strong. If you are sitting on a fence and a bullet whizzes by—perhaps no conclusion can be drawn; if a second bullet takes a similar course, you are warranted in entertaining a suspicion that all is not well. However if a third bullet puts a hole in your hat and parts your hair, you are justified in concluding that someone is out to get you.

World politics today shape our lives more tellingly than ward politics. A coffee blight in Brazil, a famine in India, devaluation in Britain, the almost perpetual cabinet crisis in France, the discovery of uranium ore in Africa, a political assassination in Lebanon, all have an increasingly direct and pervasive influence upon decisions which determine our destiny as individuals and as a people.

The "American islanders"

THERE are, of course, a few people who, despite two world wars and much other "circumstantial" evidence, still hold that we can abandon Europe and Asia and do business as usual on our great island continent. They insist that we should keep all dollars at home and devote them to throwing up bastions that stop at our own borders.

The simplest facts of economic life argue against these "American islanders." Let us look at the comparative resources of ourselves, Western Europe and the Soviet Union.

In many important items we outstrip both the Kremlin and its satellites. The U.S. will have in 1951 the physical capacity to produce 95 million metric tons of crude steel per year and Western Europe 55 million. The Soviet sphere will probably be able to produce only 33 million metric tons. The U.S. can produce if necessary between 600 and 700 million metric tons of coal as against Western Europe's 450-500 million, and an annual output in the Soviet and its satellites of less than 400 million. The U.S. can produce about 2.3 billion barrels of oil and Western Europe about 25 million. In addition the remainder of the free world, in South America, the Near East and the Far East, can produce an additional 2 billion barrels. The Soviet Union and its satellites will probably produce in 1951 about 350 million barrels. The U.S. will probably turn out 400 billion kilowatt hours of electricity in 1951 and Western Europe 250 billion as contrasted with some 140 billion kilowatt hours by the U.S.S.R. and its satellites.

No one who reads these figures can fail to note what a vital proportion of our production potential is provided by Western Europe. Let those "realists" who would abandon Western Europe to its fate remember that if Western Europe were taken over intact by the Kremlin, and its resources added to those of the Soviet sphere, the net result would be that the resources controlled by the Kremlin would in

Is he "UNDER PRESSURE"?

for dinner
serve him

tea

Between bosses and busses and budgets and bustle, it's no wonder he comes home "under pressure" these nights. You want to help, but how?

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Invigorating tea helps relieve his mind of any thought that he won't sleep. Its clean, dry taste makes foods taste better. Try tea for seven days—at dinner, let's say. See if it doesn't help relieve the pressure of his day and make him feel better.

Tonic for your budget: tea costs much less than any other beverage you can serve.

TO MAKE GOOD TEA...THE STEPS ARE THREE



- 1 Have the water
for your tea
Boiling, boiling
merrily!



- 2 Tea bag or teaspoon
it matters not—
One for each cup and
one for the pot.



- 3 Don't skimp the time
in which you brew it
Three minutes or more,
no less will do it!

P.S. For Iced tea, use half again
as much tea and plenty of ice.

Tea Council

IT'S FUN TO EAT OUT. And when the waiter asks, "What will you have to drink?" think to say: "Tea." More and more restaurants and hotels today pride themselves on the way they brew it.



But for Him...



But for him . . . words would be sterile, meaningless things . . . words like freedom, liberty, justice, equality . . . words that make pacts, proclamations, constitutions, charters . . . hopes for a better, more peaceful future.

Back of each man with a gun there are at least 25 men in uniform. They are men who are doers in their own right . . . specialists in communications, transportation, engineering, food, housing, motors, maintenance, repairs, electronics and many others.

Today's Army is a multiple combination of teams . . . in which all individuals merge their identity for a cause. Yet, as on any team in civilian life, individuals emerge from the group to carry the team and the cause.

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HOFFMAN CONTINUED

many essentials equal those of the U.S. I think this is proof positive that we cannot wage the peace by ourselves.

Waging the peace is about the opposite of preventive war. I do not believe that we are faced by a dilemma so direful that we have no choice but to cast mankind into the darkness of global war. I believe that an attempt to crush Communism with atomic bombs would be to miss the objective, like the bull that charges the cape instead of the matador. To wage a preventive war against the Kremlin would be to substitute emotion for intelligence, panic for resourcefulness. You do not prevent a war by starting one.

We can prevent war—and wage effective peace—only by a positive program that goes beyond mere containment. It calls for wresting the initiative from the U.S.S.R. not only by anticipating its moves, and thus thwarting them, but even more importantly by eradicating the social and political and economic conditions on which Communism thrives. In this respect the Marshall Plan has been and remains the pilot plant and proving ground for an American foreign policy that is firm, constructive and far-reaching. For the first time the Soviet Union's boring-from-within strategy has been halted and buried back as the Marshall Plan's hydroelectric power plants and housing developments and tractors and seed have been set against Marxist dialectic; as the Marshall Plan's bread and butter are set in contrast to the hollow cake of the Big Lie.

One of the prime necessities in such a program is to assure our military defense in ways that make economic sense. Our military leaders report that we must spend some \$50 billion annually for defense. Of this sum, some \$15 billion will go for the new equipment required by our own enlarged Armed Forces. Fortunately, much of this new equipment will represent what business calls "capital outlay," such things as materials, factories and plants that do not become obsolete and so require only infrequent replacement. Thus, after the third year, and when our Armed Forces have been built up to a "posture of defense," we should be able to prune our spending to some \$20 to \$25 billion a year, until the world reaches a durable peace. This estimate is based on the assumption that the present small war doesn't erupt into the big war; if it should, we would of course have to scrap such figures and return to deficit spending.

ECA in Asia

THE relationship between what we spend on defense and our gross national product (\$279 billion in 1950) is a very sensitive one. I think that if we can hold our defense spending to the levels I have suggested, and can sharply reduce them after the third year, we will not seriously endanger our economy. But to do this we must change some of our ideas of soldiering. Right now the average American private is paid about \$3 a day plus allowances. He needs it—for many of our boys in uniform are the sole means of support of young wives and children. But we simply can't pay three million or more soldiers in uniform \$3 a day in peacetime and stay within that \$20-\$25 billion a year bracket that the country is able to carry over the long term. The answer, to my mind, is universal military training—taking all male Americans at about 18, before they have assumed family obligations, and paying them perhaps \$1 a day. (A Turkish soldier gets \$1 a month in cash.) When they are released at 20, they can return to their jobs or continue their schooling. Both militarily and economically this is the only program that seems to me to make sense.

What, meanwhile, will it cost us to wage the peace abroad? No one can forecast too accurately, but I am willing to make an estimate and put it on the record. Before doing so I would like to repeat that no one in his right senses is thinking of an all-embracing Marshall Plan for the world. However, many men of good sense in many countries are thinking in terms of strengthening those areas vital to the security of the free world. Here is my estimate:

Economic aid to those countries in the world whose development is important to the security of the U.S. and the free world.....	\$2,000,000,000
Political activities.....	350,000,000
Informational activities and propaganda.....	300,000,000
Total.....	\$2,650,000,000

These figures for economic aid may seem low in view of what has been spent on the Marshall Plan alone. The explanation, however, is quite simple. Out of the nearly \$11 billion that the Marshall Plan has cost so far, an estimated \$7.5 billion was for relief and rehabilitation stemming directly from the war itself—some of it for emergency food supplies for the undernourished; more of it to rebuild and re-equip bomb-damaged plants. In other words, not more than one third of our ECA expenditures covered the normal postwar needs for economic expansion.



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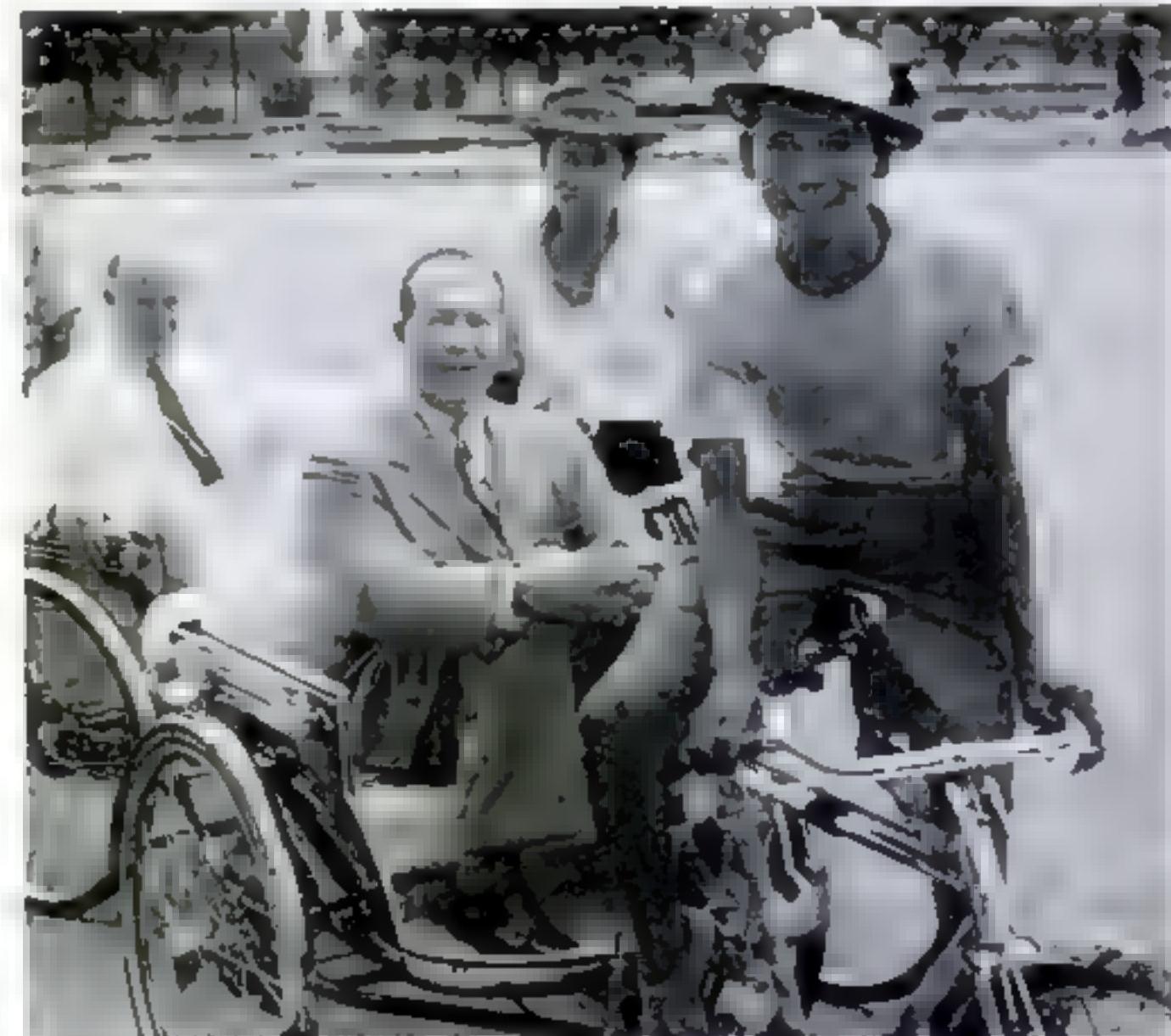
HOFFMAN CONTINUED

Another reason why economic aid can be held within the figures I have cited is that ECA operations are now expanding only in Southeast Asia. There are good reasons—aside from better earnings from exports such as rubber and tin—why this first year's program in Southeast Asia requires the relatively small sum of \$84,000,000. Southeast Asia is a largely agricultural community and will remain so for many years. The emphasis, therefore, is on agricultural development; on shifting from wooden to steel plows; on better seed, and irrigation and soil care. In some areas we will use the techniques we found so effective with the rural rehabilitation program in China. In other areas, however, we must first fight debilitating diseases before we can even begin to help modernize agricultural methods. In Viet Nam (one of the three associated states of Indo-China), for instance, the great problem is malaria. Thus our top-priority project there falls into the health and sanitation field.

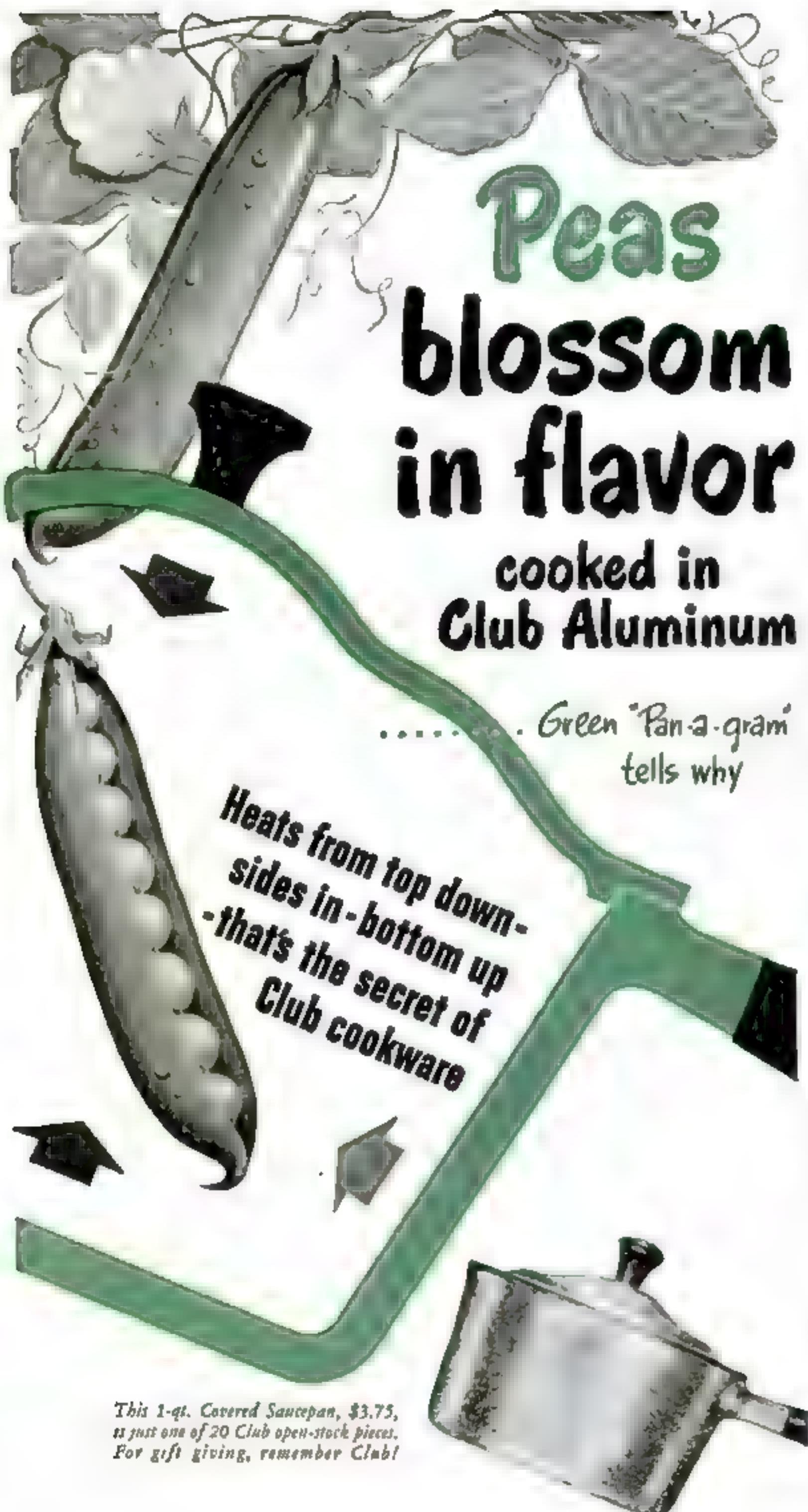
To wage the peace and win it is an aim that so transcends any other reasons for investment in the recovery of other nations that only with some hesitation do I suggest it is to our commercial as well as to our political advantage to strengthen the free world. Every businessman knows how difficult it is to build a profitable business in a community that is broke. Every successful businessman also knows that he must invest a certain amount of his company's annual income to develop markets. Usually that amount ranges from 2 to 5%, depending on how much of his advertising program goes into building future, as against current, sales. The sum I propose is less than one per cent of our total gross income. Perhaps even from a practical business standpoint that is not too much for a prosperous America to invest in developing world prosperity. If these expenditures help to bring about successful resistance to the Kremlin's internal aggression, they must be regarded as one of the best-paying investments ever made by any people, any time, anywhere.

A third world war would not only necessitate genuine sacrifice, but would also bring individual tragedy and perhaps even national disaster. How disastrous a third world war would be can best be shown by taking a backward look at World War I and World War II. The only cost of war that can be stated in figures is the dollar cost. The out-of-pocket cost, or the shooting expense for World War I, was approximately \$22 billion; for World War II, approximately \$340 billion. However, Gordon Gray, ex-Secretary of the Army, reckons that the ultimate cost of World War II, before the last pension is paid, will be approximately one trillion, three hundred billion dollars (\$1,300,000,000,000). When I look at that figure, when I note the great increase in the loss of lives in World War II over World War I, when I think of the atom bomb, guided missiles, bacteriological and gas warfare, I find myself overwhelmed by the nightmare of what World War III would do to us and everybody else.

The prospects of any such catastrophe, if nothing else, should goad us into getting on with waging the peace on all fronts and keeping at it until it is won.



ECA'S NEW BOSS, William C. Foster (formerly Under Secretary of Commerce, then ECA deputy administrator), started off like his predecessor by immediately taking a whirlwind 28-day inspection trip around the world. Here Foster tours Bangkok by "trishaw," a combination of tricycle and ricksha.



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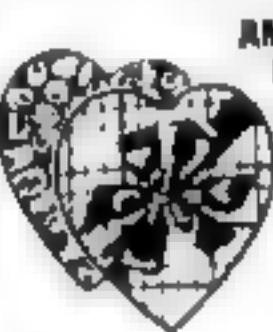
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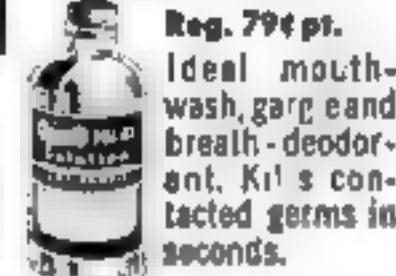
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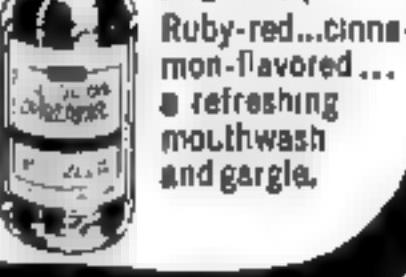
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Rexall Quick-Rub, wonderful relief for chest colds, muscular aches and pains .48¢
Rexall Nose Drops, aqueous, 1-oz, reg. 43c, .33¢
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Rexall Tincture Benzoin Compound, inhalant for relief of throat irritations, reg. 35c .29¢

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PURSUIT OF DRUNK BY SIX PINK ELEPHANTS IS FUNNIEST SCENE

Life Goes to the Dolphin Show

LORELEIS ACT IN AN AQUACADE

The aquacade put on each year by Northwestern University's Dolphin Club, an association of swimming team letter men, is always a worry to University officials. Northwestern is located in strict, dry Evanston, Ill., not far from the national headquarters of the Woman's Christian Temperance Union, and the sprightly Dolphin Show necessarily involves a lot of humor about liquor and girls in bathing suits. Touchy about local feelings, university officials review the script carefully, but they don't catch everything. During the rehearsal of scenes in this year's show where a girl in a low-cut gown sings a torch song in a bar and a drunk gets the d.t.'s (above), a university public relations man was observed, head in hand, moaning low and hoping not many people would come to the show.

As it turned out, a great many people came, but the show itself, which was entitled *Jambalaya* and involved a beleaguered New Orleans songwriter who somehow becomes a Mardi Gras king, was so complicated that no one was at all bothered by what went on. The lyrics were thoroughly innocent, and most of the bathing-suit girls, members of the Lorelei Club, female equivalent of the Dolphins, were kept safely under water (right).



FINALE brings whole cast onto stage or into water. Show's director toyed with idea of quick-freezing pool, having the finale on skates. He was dissuaded from it.



THE LORELEIS played most roles in Black Masque Ballet, appeared several times in the show. Here they are in an underwater pattern, photographed from



a window at the end of the pool. Two hundred and ninety Northwestern students tried out for water ballet parts in November; 31 ballet girls and 19 ballet men

were chosen. Final cast and back-stage crew totaled more than 250. Show rehearsed two months, put on five performances in Northwestern's Patten Gymnasium pool.

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Dolphin Show CONTINUED



WATER BALLERINA Aline Erickson kicks into air as waterborne accompaniment to ballad sung on stage. She has performed in three Dolphin shows.



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from LIFE, Jan. 31, 1949, by David Douglas Duncan

WHAT'S IN A PICTURE . . .

You heard the muffled thud of horses in the snow, and the faint jangle of equipment. Your eyes followed the turning line of Turkish cavalrymen. Your nostrils felt the biting wind that lifted the underside of the pine trees. There was the rhythm in you of hundreds of wheeling soldiers. There was no music but you heard other martial music. There were no guns firing, but you felt what riflefire would sound like.

This was a photograph that told of the long alli-

ance of men and horses, that brought to life the unseen military tableaux of history; a scene you yourself dreamed up as a youngster lying on the floor reading a book about old battles. This was a painting, a poem, evoking Napoleon in Russia or General Phil Sheridan in the winter of 1863.

LIFE's pictures are often charged with history, recalling heroes and battles past . . . and through them the present becomes part of history.

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LIFE

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THAT'S WHY Louis Hayward, like Cesar Romero, Robert Preston, Herbert Marshall and many other stars, chooses Schenley for an enchanted evening. "A pirate's treasure couldn't buy a finer whiskey," he declares.



"THERE'S AN EXTRA PLEASURE in serving Schenley to my guests," says Louis Hayward. "It's so much smoother—it's more sociable to drink." It's a fact—men who are accustomed to the best enjoy Schenley most. You will, too!



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